JULY 9, 1951

BROADCASTING TELECASTING

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CITY DEPT
MAIN DR
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TELECASTING
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20TH year

The Newsweekly of Radio and Television.

$7.00 Annually
25 cents weekly

270 RICHMOND GROCERY STORES GET BIG RESULTS FROM WLEE!

PUBLIC LIBRARY
JUL 10 1951
DETROIT

We worked a solid year on this big group of independent grocers. They'd never used radio. A few weeks ago, they bought a half-hour show on WLEE. On the very first day, the switchboard at their warehouse was swamped with telephone calls. They had to transfer the calls to WLEE.

With WLEE's new 5000 watts power, fast results like this are more common than ever before. That new power means thousands of extra listeners for your message on WLEE in our bigger coverage area. It means a better signal in Richmond proper. It means more value for every dollar you spend on WLEE.

Just ask your Forjoe man for all the facts about WLEE—it's quite a story.

WLEE

TOM TINSLEY, *President* • IRVIN G. ABELOFF, *General Manager* • FORJOE & CO., *Representatives*

KENTUCKIANA'S *First Team*

in SPORTS coverage...

PHIL SUTTERFIELD
WHAS Sportscaster

JIMMY FINEGAN
WHAS Sports Director

assures QUALITY OF PROGRAMMING!

NO OTHER Kentuckiana station can match the experienced WHAS Sports Team . . . experts devoting their *full time* to serving Kentucky and Southern Indiana sports fans.

"SPORTS DOUBLEHEADER"

Sponsor: The Frank Fehr Brewing Co.

Each afternoon at 5:15, Monday through Friday, people all over Kentuckiana take time out to relax . . . hear Phil Sutterfield with the latest sports highlights . . . and enjoy the songs of Rosaland Marquis and Bill Pickett.

"ON-THE-SPOT COVERAGE"

Popular play-by-play football and basketball broadcasts follow Kentuckiana's favorite teams throughout the season. Other sports broadcasts include racing at Churchill Downs and Keeneland and the famous Kentucky Horse Show.

"KENTUCKIANA SPORTS"

Sponsor: The Shell Oil Co.

Each week day evening at 10:15, right after the WHAS News, Sports Director Jimmy Finegan gives a complete roundup of all the sports events of the day.

50,000 WATTS ★ 1 A CLEAR CHANNEL ★ 840 KILOCYCLES

The only radio station serving and selling all of the rich Kentuckiana Market

CBS

WHAS
Louisville, Kentucky

VICTOR A. SHOLIS, *Director* • NEIL D. CLINE, *Sales Director*

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. • ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES

in DETROIT . . .

WKMH

LEADS ALL OTHER INDEPENDENT STATIONS

43 OUT OF **58** QUARTER HOURS*

* Detroit Conlan Report— April 15 Through 21, 1951

and... IN THE AFTERNOON . . . (12:00 N–6:00 P.M.)

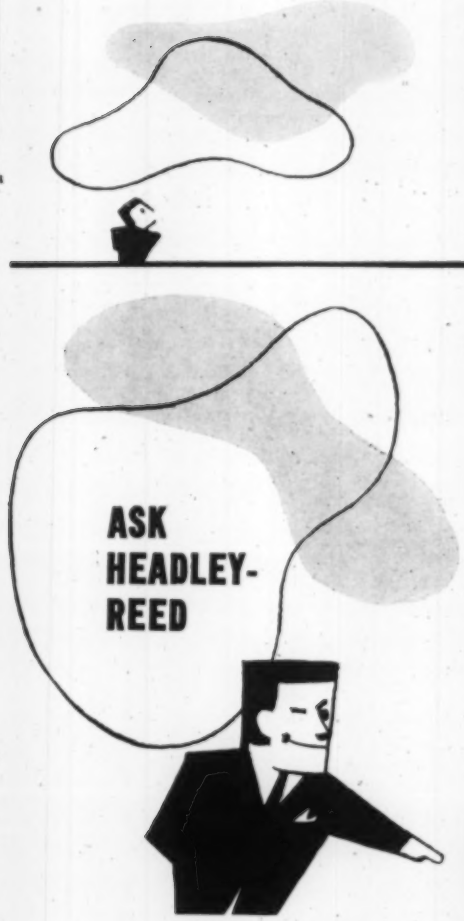
WKMH IS

THE NUMBER THREE STATION

IN DETROIT

*SHARE OF AUDIENCE**

Network "A"	24.1
Network "B"	20.9
WKMH	13.6
Network "C"	13.3
Network "D"	11.9
Independent	9.8
Non-Rated Independents (And other)	6.4



BETTER BUY

WKMH

IN DETROIT

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879

BROADCASTING TELECASTING

...at deadline

Closed Circuit

SECOND WAVE of rate increases being announced by major national magazines effective first of next year giving pause to many national advertisers, will probably be major topic of discussion at meeting of ANA Magazine Committee July 17. (Note: In keeping with ANA policy, committee will confine its discussions to "values" of magazine advertising in light of changing conditions, will not mention "rates," word generally avoided by associations for anti-trust reasons.)

EXPLORATORY conference (second) between officials of Assn. of National Advertisers and leaders of special radio-wide Affiliates Committee (formed to protect radio rate structures) expected shortly, perhaps within fortnight. First conference, in mid-June, inspired hope for closer, mutually beneficial liaison between advertisers and stations.

ONE MILLION DOLLAR civil triple damage Anti-Trust suit against *Lorain* (Ohio) *Journal*, premised on Supreme Court decision holding Horvitz brothers guilty of Anti-Trust violations, shortly will be filed in Cleveland courts. WEOL Elyria-Lorain, Ohio, which won case, will be plaintiff.

RUBBER-CHECK and non-delivery tactics in mail-order business bringing renewal of demand for agency certification bureau. NARTB has ducked this function for years on legal grounds.

WILL FCC Vice Chairman Paul A. Walker pick up cudgels on educational television as chief advocate on FCC after Commr. Frieda B. Hennock assumes her New York Federal District Judgeship? That's guess around the FCC, particularly since veteran Oklahoman has always evinced great interest in education. Backing this up was trip last week to San Francisco for speech on education before National Education Assn. (story page 55).

FIELD TESTING today (Monday) of NBC compatible color in New York, expected to be forerunner of formal application to FCC, for experimental authorization. But it may be first of year before FCC will be asked to consider approval of RCA or composite system incorporating RCA tri-color tube, on regular basis.

PEPSODENT DIVISION of Lever Brothers, expected to name McCann-Erickson, New York, as advertising agency on its $3.5 million account, now handled by Foote, Cone & Belding.

UNITED PRESS negotiations with 20th Century Fox Film Corp. for new TV film service, planned for long period, reportedly nearing completion. Service would be offered television stations for use on basis comparable to UP news service to newspapers.

SEN. ED JOHNSON understood taking wait-and-see attitude on current FCC hearing on legality of its TV allocation plan. That's what

(Continued on page 90)

Upcoming

July 7-13: International Advertising Conference, London, England.
July 23: FCC City-by-City TV Allocations Proceeding begins, Washington.
July 23: BMI Clinic, Seattle.
July 24: BMI Clinic, Portland.
July 26: BMI Clinic, San Francisco.
July 27-29: Carolina Radio News Directors Assn., Ocean Forest Hotel, Myrtle Beach, S. C.
July 31: BMI Clinic, Los Angeles.
(More Upcomings on page 42)

Bulletins

WILDROOT Co., Buffalo (cream oil), through BBDO, New York, planning radio campaign in 40 markets starting this month.

STANDARD OIL OF INDIANA ENTERS NCAA BIDDING

STANDARD OIL of Indiana and McCann-Erickson entered bidding for college football television rights as National Collegiate Athletic Assn. TV Committee met Friday afternoon in Chicago, opening two-day session. Nine-man group, headed by Tom Hamilton, athletic director of U. of Pittsburgh, heard offers from organizations interested in telecasting football games next season.

Others represented were Skiatron, pay-as-you-see TV system; N. W. Ayer for Atlantic Refining; Ketchum, McLeod & Grove for Chevrolet Dealers Assn., and U. of Pennsylvania. Penn, which bucked NCAA monopoly and sold its telecast rights to ABC, asked for hearing. One NCAA official speculated Penn "might have its own proposal."

Mr. Hamilton, who said cost of football rights had been "overestimated" and "it is not a million-dollar deal," claimed games "are a good TV package." Rights money paid will be used, first, to defray expenses of corollary attendance survey during experimental telecast period, and, second, to reimburse participating schools. Mr. Hamilton said he expected one agency, rather than two in combination as has been suggested, to be approved as final buyer. Details were slated for solution at special Friday-Saturday sessions, but enough groundwork was to have been laid so that completion would be effected simply and shortly. TV Committee met in conjunction with NCAA Executive Committee.

ASCAP TV SUIT LOOMS

POSSIBILITY that legal action to determine fair fees for use of ASCAP music on television may be instituted this week by majority of nation's video stations loomed at weekend when no extension had been set for final filing date under terms of consent decree, previously extended from June 10 to tomorrow (Tuesday). Conversations between counsel for All-Industry TV Per Program Committee and ASCAP continuing, however, with likelihood that another extension will be agreed on before tomorrow's deadline.

Business Briefly

SHAMPOO EXPANSION ● Jené (shampoo permanent wave) will extend its spot schedules into 28 radio and TV markets in fall. Radio will be used in non-TV areas. Agency, Sherwin Robert Rogers & Assoc., Chicago.

CITRUS SERIES ● Minute Maid (frozen orange juice), New York, starting spot radio campaign in about 15 markets, to run through Oct. 26. Agency, Ted Bates, New York.

SHERATON LOOKING ● Sheraton Corp. of America (hotels) looking over five and 15-minute TV spots in 25 markets through East and Midwest. Agency, BBDO Inc., New York.

MUTUAL'S BILLINGS FOR HALF-YEAR INCREASE

FOUR percent gain in gross billings for first half of 1951, compared to same period of 1950, reported by Mutual network Friday. Network estimated first six months' billings at $8,850,000. Major advertisers buying MBS time this year, network reported, include P. Lorillard, Kraft Foods, B. T. Babbitt, State Farm Mutual auto insurance, Pearson Pharmacal, Reynolds Tobacco, Personna Blades, VCA Labs, Toni Co., Joe Lowe Corp., Miles Labs, and Pal razor blades.

New MBS advertisers starting in July include American Tobacco and Blatz Brewing, with Kellogg Co. and Quaker Oats expanding, and Williamson Candy, Cudahy Packing, Johns-Manville, Noxzema Chemical and Beltone Hearing Aid Co. among renewals.

CECIL & PRESBREY V-P'S

THREE executives of Cecil & Presbrey named vice presidents. They are John C. Legler, account executive on International Business Machines; J. Frank Gilday, director of television and account executive on Electric-Autolite and Archibald McGhee Foster, account executive for Block Drug Co.

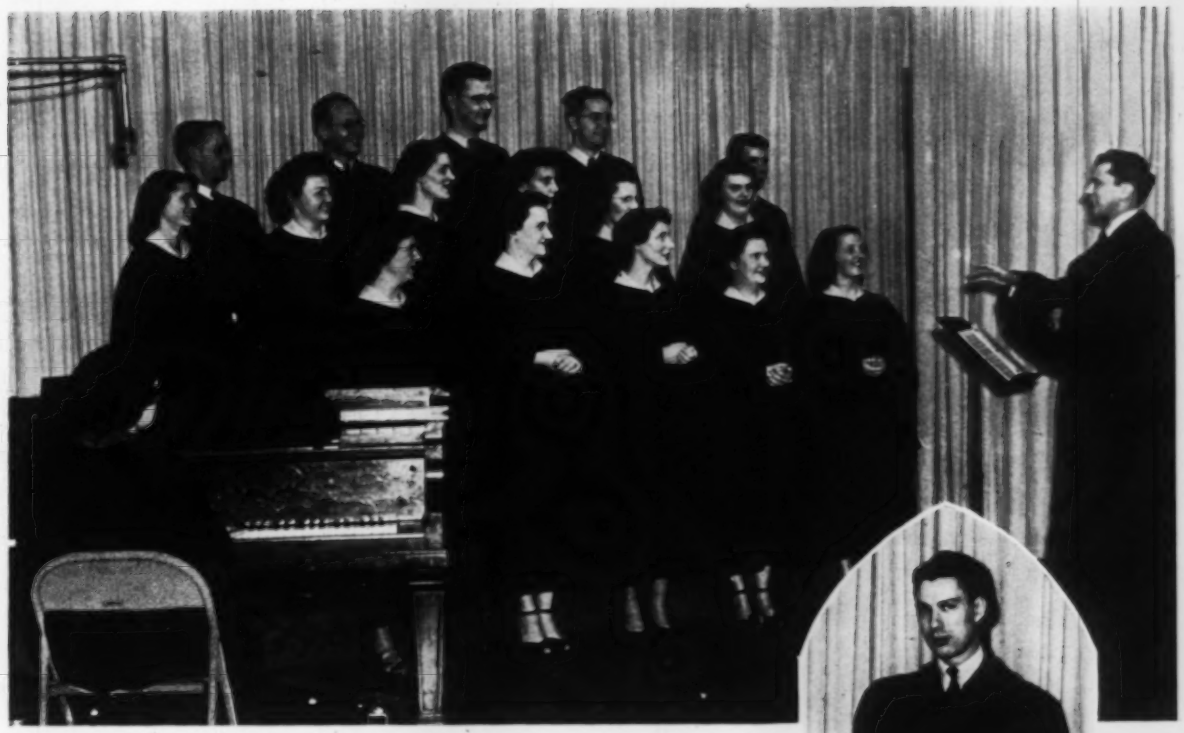
LISTENING GAIN SHOWN

STUDY to be issued shortly by WOR New York Research Dept. will show that, despite almost 25% increase in TV homes in New York area, radio's cost-per-thousand is still 46% lower, with radio listening up in both TV and non-TV homes.

MATTHEWS CONFIRMED

SENATE Friday confirmed nomination of Francis P. Matthews, Secretary of the Navy and head of group with leaseholds on WOW-AM-TV Omaha, as Ambassador to Ireland (see story page 27).

MARS FALL CAMPAIGN

MARS Inc., Chicago (candy), will sponsor Art Linkletter's *People Are Funny* on CBS alternate weeks starting late September or early October, Tues., 9-9:30 p.m. (CDT) through Leo Burnett Agency, Chicago.

Faith of our Fathers

Every Sunday evening at 6:30 P.M., WDEL-TV televises a half-hour religious service under the auspices of the Wilmington Council of Churches.

Representative clergymen and choral groups from the City's churches are invited to participate in this weekly service. The half-hour program of spiritual guidance and interpretation is under the direct supervision of the chairman of the Television and Radio Committee of the Church Council.

This program is one of many local features carried by this station in an endeavor to meet the public needs of the communities it serves.

WDEL-TV

WILMINGTON • DELAWARE

A STEINMAN STATION

NBC TV-Affiliate

WDEL AM TV FM

Represented by

ROBERT MEEKER Associates • Chicago • San Francisco • New York • Los Angeles

POWER HOUSE

CLUB 1300, WFBR's great daytime audience show, has the highest Hooper of any radio show in Baltimore one hour or more in length.*

This is it! The show that does everything, that always plays to a full house, that has broken records year after year, that attracts visitors in such droves that tickets are gone months in advance! This is the #1 radio buy in Baltimore — far and away the leader in its time bracket — or practically any other bracket! CLUB 1300 is a *must* in Baltimore!

Other WFBR-built shows are making history, too! Ask about *Morning in Maryland*, *Shoppin' Fun*, *Melody Ballroom*, *Every Woman's Hour*, and others!

*May, 1951, Hooper report.

FABULOUS RESULTS:

VEGETABLES

A spot advertiser on CLUB 1300 tried a coupon write-in offer. Three announcements brought 9,000 replies!

TICKETS

CLUB 1300's m.c. made one announcement that there were a few tickets available for Monday broadcasts. Three days later, he dug out from under requests for 125,000 tickets!

CANCER DRIVE

We took CLUB 1300 to a local theatre for one broadcast. Ticket holders — (no big donations) paid over $1600.00 to American Cancer Society to see the regular show! (No big names, either!)

FOOD SHOW

Biggest crowd in Baltimore Food Show history came to see one broadcast of CLUB 1300.

. . and others too numerous to mention.

MARYLAND'S PIONEER BROADCAST STATION!

WFBR

ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE MD.
REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices:
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Washington 4, D. C. **Telephone ME 1022**

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WASHINGTON HEADQUARTERS

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NEW YORK BUREAU 488 Madison Ave., Zone 22, *PLaza 5-8355*; EDITORIAL: Rufus Crater, *New York Editor*; Florence Small, *Agency Editor*; Pete Dickerson, *Assistant to New York Editor*; Gretchen Groff, Liz Thackston.

Bruce Robertson, *Senior Associate Editor*.

ADVERTISING: S. J. PAUL, *Advertising Director*; Eleanor R. Manning, *Assistant to Advertising Director*; Kenneth Cowan, *Advertising Representative*.

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115*; William H. Shaw, *Midwest Advertising Representative*; Jane Pinkerton, *News Editor*.

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181*; David Glickman, *West Coast Manager*; Ann August.

TORONTO: 417 Harbour Commission, EMpire 4-0775; James Montagnes.

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING •—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.

• Reg. U. S. Patent Office

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Subscription Price: $7.00 Per Year, 25c Per Copy

how to talk to $250,000,000

WILLIAM WEINTRAUB
MORSE INTERNATIONAL
COMPTON ADVERTISING
FOOTE, CONE & BELDING
HARRY COHEN ADV.
KENYON & ECKHARDT
RUTHRAUFF & RYAN, INC.

VICTOR VAN DER LINDE
MARSCHALK & PRATT
CECIL & PRESBREY, INC.
WARWICK & LEGLER
BENTON & BOWLES
McCANN ERICKSON
J. WALTER THOMPSON
YOUNG & RUBICAM

JOSEPH KATZ CO.
BIOW COMPANY
DUANE JONES
WILLIAM ESTY
B.B.D. & O.
N. W. AYER
S.S.C.&B.
D-F-S

You can now talk directly to $250,000,000 through the pages of the . . .

BROADCASTING MARKETBOOK

OVER a quarter billion dollars of spot and network radio and TV is placed by the buyers of time who use the MARKETBOOK every day. The MARKETBOOK, with the Spot Rate Finder, is the book that the buyers want and need. It contains the information they have asked for . . . it is prepared with their advice and counsel. THESE decision-makers use the MARKETBOOK every day because it contains exclusive, copyrighted radio features found nowhere else. CHECK these major features and you will see why the MARKETBOOK is the daybook in the marketplace of radio.

COUNTY-BY-COUNTY BREAKDOWN . . .

INDIANA RADIO MARKET DATA BY COUNTIES — (Specimen)

County	1950 Population	1940 Population	1950 Families	1950 Radio-Families	% Radio	1950 Retail Sales (Est.) ($000)	Total Farm Income	Employment Mid-March 1949	Taxable Pay-rolls—1st Qtr. 1949 ($000)
Adams	22,395	21,254	6,255	6,048	96.7	15,435	000,000	3,122	1,800
Allen	182,859	155,084	51,077	50,208	98.3	185,315	000,000	70,062	49,442
Bartholomew	36,109	28,276	10,086	9,702	96.2	26,562	000,000	9,707	5,827
Benton	11,439	11,117	3,195	3,118	97.6	9,333	000,000	860	400
Blackford	13,988	13,783	3,907	3,793	97.1	8,974	000,000	2,907	1,659
Boone	23,950	22,081	6,689	6,501	97.2	17,229	000,000	2,769	1,425

The nation's 3,000 counties are broken down into nine categories including 1950 Population, 1950 Families, 1950 Radio Families, Per Cent Radio, 1950 Retail Sales, 1948 U. S. Retail Sales, and latest employment, payroll and business data from the Bureau of Census. Easy to read . . . easy to use.

1950 CENSUS DATA . . .

The MARKETBOOK will include the latest official 1950 Census figures. Latest up-to-the-minute 1950 population figures, retail data, employment, payroll figures, and other Census computations never before combined in a single reference volume.

MAPS . . .

New state and regional maps will graphically show locations of AM, FM and TV stations by city and county.

PLUS the new 1951 BROADCASTING map of the United States. This master county and city map of the U. S. measures 25 by 36. It is printed in two colors and will be mailed with the MARKETBOOK.

SPOT RATE FINDER . . .

CONNECTICUT

SPOT RATE FINDER

BRIDGEPORT, Fairfield, 140,253 fam., 98.8% radio, 138,710 radio fam.

2 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	7.00	8.00	13.00	26.00	39.00	65.00
N	12.50	14.00	24.00	48.00	72.00	120.00

WICC, 500w-N, 1kw-D, 600kc, MBS, Petry

D	8.00	8.00	16.00	32.00	48.00	80.00
N	16.00	16.00	32.00	64.00	96.00	160.00

WLIZ, 1kw-D, 1300kc, Young

D	8.00	8.00	15.00	30.00	45.00	75.00

WLAD, 250w-D, 800kc, Ra-Tel, Hooper

	SB	1M	5M	15M	30M	1 Hr
D	4.00	7.50	12.00	24.00	36.00	60.00
N	6.50	10.00	16.00	32.00	48.00	80.00

GREENWICH, Fairfield, 140,253 fam., 98.8% radio, 138,710 radio fam.

WGCH(FM), Chan. 240, 95.5mc, 0.34kw

D	4.00	6.00	14.00	28.00	42.00	70.00
N	4.00	6.00	14.00	28.00	42.00	70.00

HARTFORD, Hartford, 149,662 fam., 99.3% radio, 148,614 radio fam.

This copyrighted feature enables the buyer to compute in a matter of minutes a preliminary estimate of a spot campaign. The tables have been carefully prepared to save time. The day and night one-time rates of every station in the U. S.—AM, FM, and TV are listed in six basic time segments. A special table for computing frequency discounts is included. The Spot Rate Finder also lists audience studies available, the home county of each station, percentage of radio families, and number of radio families. No wonder time buyers say the Spot Rate Finder is what the Statistical Doctor ordered!

STATE STATISTICS . . .

MARKET INDICATORS FOR NEW YORK

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	14,743,210	'50	13,479,142	'40
% of U.S.	9.84%	'50	10.42%	'40
Families	4,118,215	'50	3,685,380	'40
Percent Radio	96.8%	'49	97.6%	'46
Radio Families	3,986,432	'50	3,667,000	'46
Retail Sales	$13,365,097,000	'50	14,579,879,000	'48

Factual data for each state is published in 19 categories. From these figures, the MARKETBOOK gives the economic picture of each state at a glance. Comparisons with previous years show the economic progress of each state as a whole.

TELEVISION CIRCULATION . . .

ONLY COUNTY-BY-COUNTY LISTING EVER PUBLISHED OF TELEVISION SET CIRCULATION.

NETWORK RATE FINDER . . .

The four nationwide networks are listed by affiliates with one-time day and night rates for each affiliate. Using the Network Rate Finder it is possible for national and regional buyers of time to readily estimate any network combination of stations.

REGIONAL & STATE NETWORK RATE FINDER . . .

This section is designed to give time buyers ready rate information on regional and state networks and FM groups. The listing includes the names, addresses, and principal officers of each group, a list of all stations, and combination rates for the group.

FOREIGN LANGUAGE STATIONS MAJOR U.S. CITIES . . .

The Foreign Language Section lists stations by states, indicates languages broadcast by each station, and foreign language population in each market.

Send in your reservation today for selected positions.

WHY THE 1951 MARKETBOOK IS IMPORTANT TO YOU:

Markets have changed so rapidly in the last few years that radio stations have an aggressive selling job to do based on the new market information.

The MARKETBOOK will sell *your* market.

Circulation is 17,000. Closing date is July 24. Publication date August 13. County-by-County section will carry 4 column halves and full pages. Other sections, 1 8 pages and up. Regular rates apply.

N. W. AYER . . . . Thomas McDermott:
"Your 1951 Marketbook should surpass your excellent 1950 Marketbook which I am still using."

MORSE INTERNATIONAL . . . . Kirk Stoverough:
"The Marketbook is indispensable in this end of the business."

COMPTON ADVERTISING . . . . Frank Kemp:
"A most valuable tool, Marketbook and time saving."

FOOTE, CONE & BELDING . . . . Lillian Selb:
"The new BROADCASTING Marketbook is like a gold mine, it's pure [illegible] and the Spot Radio Finder is terrific."

D-F-S . . . . Stanley Hyler:
"A masterfully designed one volume reference source for blueprinting network, spot and television campaigns quickly and intelligently at the greatest possible [illegible]."

S. C. & B. . . . . Frank Mingham:
"We find BROADCASTING's Marketbook very helpful [illegible]."

HARRY COHEN ADV. . . . . Max Dunlavey:
"The BROADCASTING Marketbook is one of our important tools in buying broadcasting."

E. R. D. A. . . . . Frank Silvernail:
"Like Lloyd's Encyclopedia. Has all the markets of the world from Andalusia to Zanesville."

WARWICK & LEGLER . . . . Lester Maltz:
"It is useful because the information is all compiled within its covers."

BLOW COMPANY . . . . Terence Gliner:
"We find the BROADCASTING Marketbook invaluable for buying television time."

BENTON & BOWLES . . . . Mary McKenna:
"It's a very useful tool and has a convenient assemblage of data."

McCANN-ERICKSON . . . . Bob Reuschle:
"BROADCASTING and its Marketbook is still my Bible."

JOSEPH KATZ CO. . . . . Elizabeth Black:
"For rapid estimating jobs, I find the Marketbook of invaluable assistance."

J. WALTER THOMPSON . . . . James Luce:
"Delighted that the BROADCASTING map will be distributed with the Marketbook. The BROADCASTING maps are [illegible] to us."

TOWNE & RUBICAM . . . . Frank Coulter:
"A valuable service, widely used and constantly revised."

DUANE JONES . . . . Vera Brennan:
"The Marketbook is one of the finest books on the market, indispensable in our work."

WILLIAM ESTY . . . . Richard Grahl:
"Useful issue and a great time saver for arriving at [illegible]."

MARSCHALK & PRATT . . . . Cyd Peterson:
"The Marketbook is a must."

CECIL & PRESBREY . . . . Harry Farnes:
"I find it very helpful [illegible] information."

KENYON & ECKHARDT . . . . Philip Kenney:
"We look forward to the [illegible] edition of the Marketbook because we find it very useful every day."

VICTOR VANDER LINDE CO. . . . . Forrest Wood:
"The Marketbook [illegible] is indispensable."

WILLIAM H. WEINTRAUB . . . . Carlos Franco:
"The Marketbook is a [illegible] your elbow [illegible] and harder to stump than Kieran."

RUTHRAUFF & RYAN, INC. . . . . Stanley Schaeder:
"Comprehensive, concise and extremely useful."

WASHINGTON, D. C.—870 National Press Bldg.—Tel. MEtropolitan 1022
NEW YORK, N. Y.—488 Madison Avenue—Tel. Plaza 5-8354
CHICAGO, ILL. • HOLLYWOOD CAL. • TORONTO, ONT

new business

Spot • • •

E. J. BRACH & SONS, Chicago, for its mint candy bar, will begin 13-week minimum test saturation campaign of radio and TV spots in nine Midwest cities Sept. 7. They are Chicago, Detroit, Cleveland, Minneapolis, St. Louis, Kansas City, Des Moines, Indianapolis and Milwaukee. Agency: Arthur Meyerhoff, Chicago.

BUNTE BROS., Chicago, will use TV spot through the summer to advertise three cellophane-bagged products, Butterscotch, Starlight Mint Kisses and Assorted Whirls, and the Home-Sweet-Home package with four different candies. Agency: Schoenfeld, Huber & Green.

ZENITH RADIO Corp., Chicago, has completed filming of four one-minute commercials for its new Trans-Oceanic portable radio. Spots have been released to 48 distributors in all TV markets for local sponsorship. Agency: MacFarland-Aveyard, Chicago.

MORTON SALT Co., Chicago, smoke salt division, plans to broadcast the transcribed quarter-hour *Visitin' Time* on some 100 AM stations through Klau-Van Pietersom-Dunlap Assoc., Milwaukee. Show is AM agency package.

MILLER BREWING Co., Milwaukee (Miller's High Life beer), is planning a national TV spot campaign through Mathisson & Assoc., same city.

LEVER BROS. Ltd., Toronto (Lifebuoy soap) starts either five-minute newscasts, quarter-hour local programs or spot announcements on about 65 Canadian stations. Agency: Ruthrauff & Ryan, Toronto.

MiRACLOTH Corp., Chicago, for Mira-Sham chamois substitute, will expand its TV spots from Chicago with distribution into New York, Cleveland and West Coast later this year. Agency: C. Wendel Muench, Chicago; **W. O. Yocum** is account executive.

HOBERG PAPER MILLS, Green Bay, Wis., is checking AM spot availabilities nationally through Cramer-Krasselt Agency, Milwaukee.

MICHIGAN BAKERIES, for Perfect bread, has added syndicated show *Tello-Test* on four stations, WIBM Jackson, WKZO Kalamazoo, WBKA Muskegon, and WBCM Bay City, and is airing *Tune-Test* on WJEF Grand Rapids. Agency: Karl Behr Agency, Detroit.

HARVEY CLOTHING, Chicago, which operates a chain of men's and boys' clothing stores, to sponsor *The Chimps*, Bing Crosby Enterprises film, on WOW-TV Omaha starting early Aug. and plans to expand its video schedule if the Omaha test is successful.

REHRIG Mfg. Co., L. A. (White House all-purpose dressing) starts sponsoring for 26 weeks, Sat. night 60 minute *Al Jarvis Show* on KLAC-TV Hollywood. Firm also plans spot radio campaign on local stations. Agency: Rockett-Lauritzen Adv., L. A.

CATELLI FOOD PRODUCTS Ltd., Montreal, starts transcribed quarter-hour program on 13 Canadian stations. Agency: Cockfield Brown & Co., Toronto.

GILLETTE SAFETY RAZOR Co. of Canada Ltd., Montreal (Toni hair-products) starts thrice daily one minute spot announcements on number of Canadian stations. Agency: Spitzer & Mills, Toronto.

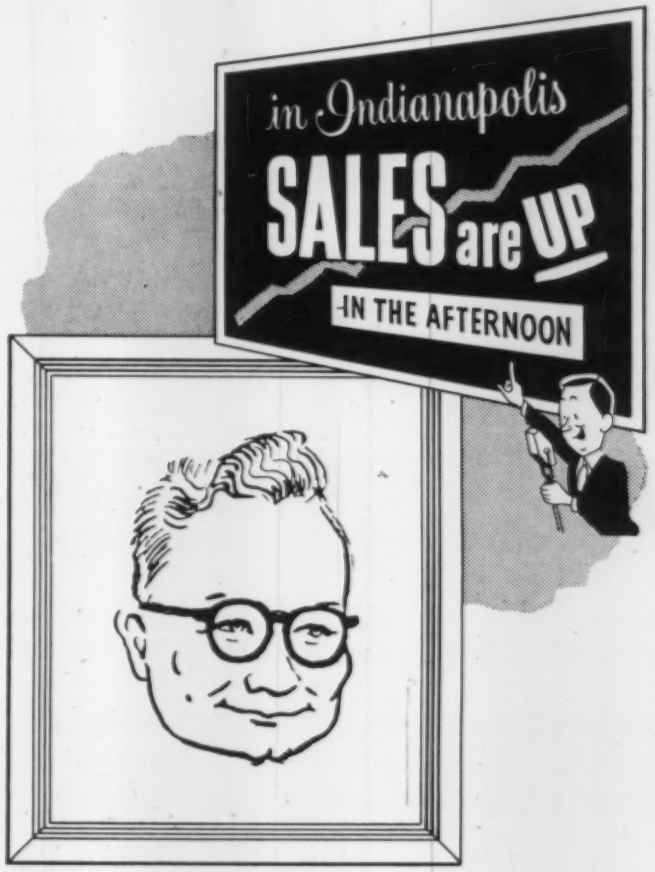
Network • • •

GOODYEAR TIRE & RUBBER Co., Akron, will replace *Paul Whiteman Revue* for eight weeks with summer show, *Goodyear Summertime Revue*, starring baritone Earl Wrightson and songstress Maureen Cannon, effective July 15, 7 p.m. on ABC-TV. Agency: Young & Rubicam, N. Y.

WINE CORP. of AMERICA (Formogen David wine), will sponsor *Charlie Wild, Private Eye* on NBC-TV's cable network and non-cable stations from Sept. 26 for 52 weeks through Weiss & Geller, Chicago. Show will be aired Wednesdays, 11-11:30 p.m. local time.

KRAFT FOODS Co., Chicago, renews Wednesday 7:30-8 p.m. CT period on the full NBC radio network and Canada's Dominion Network

(Continued on page 76)



"Chuckles" OPEN HOUSE

From 2 to 5 every weekday, Hoosier radios just naturally stay tuned to 1310 —WISH—for Chuckles' OPEN HOUSE. Chuckles Chapman is by far Indianapolis' outstanding radio personality. He's made more personal appearances, more public talks, is probably better known and better liked than anyone else in Hoosier radio. In just a few short weeks this new show has *taken over* in the afternoon, in Indianapolis. Listeners' comments show it. Advertisers' sales results prove it.

"The Station that never out-promises
BUT ALWAYS OUT-PERFORMS"

WISH
INDIANAPOLIS
1310 KC.

WHOT — South Bend
WANE — Fort Wayne
WHBU — Anderson

Owned and Operated by
UNIVERSAL BROADCASTING CO., Inc.

Represented Nationally by The BOLLING COMPANY

Plan Your Sales for an A

WFIL-

INFLUENCE PHILADELPHIA...THE CITY

Influence counts in Philadelphia . . . and WFIL has it! When you sway these customers you're tapping a city whose market index is 22 per cent above the national average...whose buying power is a staggering $3,682,770,000. You'll reach more of the market with WFIL . . . 1,400,000 people in city radio families that regularly listen to WFIL. To cover four-fifths of the city, for top sales effectiveness . . . schedule WFIL.

INFLUENCE THE 14-COUNTY MARKE

The city's market quality is typical of th entire 14-County Retail Trading Area . . . wel above average. And WFIL's signal is stronges outside city limits . . . in 147 "home markets where a majority of the zone's 4,400,00 people lives or shops...people with an effectiv buying income of nearly $3 billion. WFIL's voic reaches also into a rich bonus area beyond th 14 Counties. Total coverage: 6,800,000 peopl with a buying power of more than $9 billion

Above-Average Market

adelphia

... Where all roads to profit start!

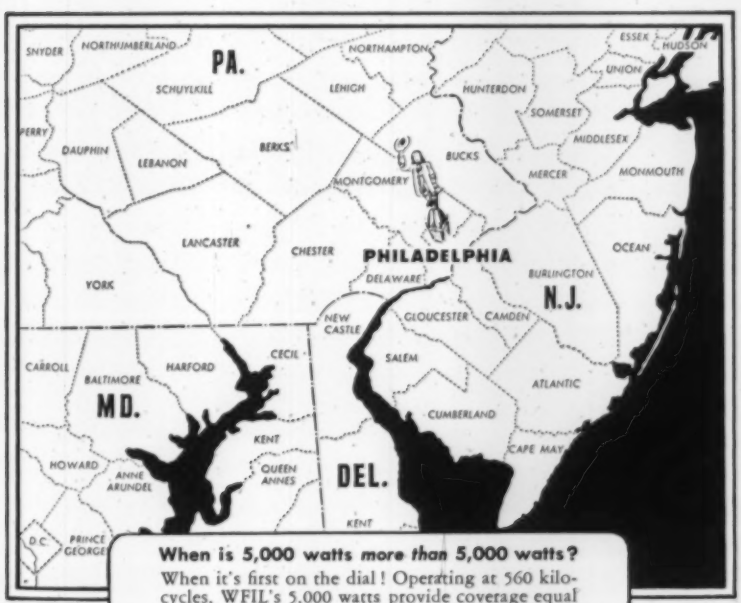
ELSIE CARLIER, Pottstown beautician—Owner of the Marguerite Beauty Shop, she knows that 14,398 other personal service establishments do big business in WFIL-adelphia where the per capita income is a whopping $1,507.

JOSEPH B. ALEXANDER, Philadelphia wholesaler—As President of Alfred Lowry and Bro., groceries are his specialty. He accounts for part of a wholesale volume in the 14-County area that runs from 3½ to 4½ billion dollars.

JOHN H. McCOUBRIE, Salem druggist—Drugs are a $100,000,000 business in the 14-County Retail Trading Area...and in his New Jersey town, Mr. McCoubrie hears Andrew's Drug Store merchandise advertised on WFIL.

ALMA M. BARNETT, Camden housewife—A WFIL listener, she does the buying for just one of the trading zone's 1,242,000 families who are reached best by WFIL, first on the dial in America's third largest market area.

HERMAN SPIEGEL, Trenton furniture dealer—Spiegel's Furniture Store sells Trentonians a portion of the $11½ million worth of furnishings they buy every year . . . just a small slice of WFIL-adelphia's huge total, $198,872,000.



When is 5,000 watts *more than* 5,000 watts?

When it's first on the dial! Operating at 560 kilocycles, WFIL's 5,000 watts provide coverage equal to twenty times the power at double the frequency . . . 100,000 watts at 1120 kilocycles.

WFIL

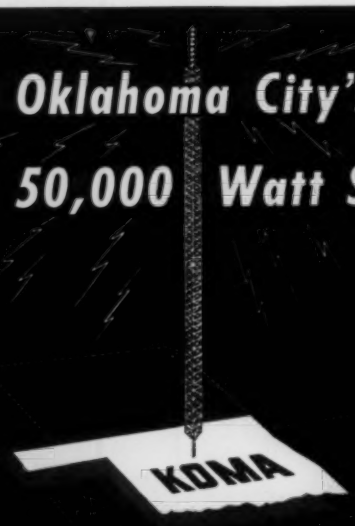
560 kc.

The Philadelphia Inquirer Station

An ABC Affiliate
First on the Dial
In America's Third Market

Represented by THE KATZ AGENCY

Oklahoma City's
Only 50,000 Watt Station



How much do...
50,000 WATTS WEIGH?

It depends on where you are. Here in oil and agriculture rich Oklahoma, KOMA's 50 kw weighs about 101½ thousand tons, reckoned in terms of gold bullion.
65 percent of Oklahoma's retail sales occur in the KOMA BMB daytime counties. That's 1-billion-137 million dollars worth. Gold is worth 35 dollars an ounce, hence the heavyweight figure. Your share of this market can be in direct proportion to the size of your next schedule on KOMA. For facts, figures and success stories, call your Avery-Knodel man or

J. J. Bernard
VP and General Manager

KOMA
Outlet for the Columbia Broadcasting System
REPRESENTED BY Avery-Knodel, INC.

agency

EDWARD W. MURTFELDT, account executive Benton & Bowles Inc., N. Y., elected vice president. He was with General Foods Corp. as associate advertising manager, and before that with Young & Rubicam.

Mr. Murtfeldt

WENDELL J. ASHTON, account executive and director of public relations Gillham Adv. Agency, Salt Lake City, named vice president of firm.

PHILIP G. OETTING and ROBERT KEEDICK appointed to executive staff at headquarters of American Assn. of Advertising Agencies, N. Y. Mr. Oetting will assist RICHARD TURNBULL, vice president, in the fields of agency administration, personnel and mechanical production. Mr. Keedick will assist MACKARNESS H. GOODE, in membership, council and chapter activities, and ethics.

JOHN A. PIERCE, general manager Tea Assn., N. Y., to Kenyon & Eckhardt, N. Y., as merchandising executive.

GLENN HOLDER, McCann-Erickson, to J. D. Tarcher & Co., N. Y., as marketing and research director.

on all accounts

TEXTBOOKS may lightly describe an advertising agency as a hothouse for sprouting ideas to stimulate sales, but Maurice Azrael, according to the record, is chief sprouter in his own hothouse at 1000 N. Charles St. in Baltimore, also known as Azrael Adv. Agency.

His most noteworthy recent hybrid is the origination and marketing of *Lucky Social Security Numbers*, a syndicated program carried by nearly 100 radio stations throughout the nation. He reports the program "has now been expanded and streamlined with entirely new features which give each listener as many as 500 chances to win on every single number broadcast."

Former standard prizes of $100 have been increased, he indicated, and he has paid out some $200,000 to date in cash prizes to winners throughout the U. S.

If you should ask him how he was able to develop this successful format, as well as the five other "original" radio and TV program ideas he is now putting on the market, Mr. Azrael will explain it's easy after the first hurdle—his background of 25 years' experience as an advertising agency executive "specializing in radio ideas."

Azrael Adv. is claimed to be one of the oldest in the Maryland area and Mr. Azrael says the thing that has made life "consistently satisfying" is his "loyal staff of 20 coworkers."

Mr. Azrael is convinced radio "will have a place in the community side by side with television."

"Our agency uses both extensively," he said, "and we believe in the old adage: 'If you can't lick them join them.'"

Mr. AZRAEL

"For example," he stated, "we handle the advertising for the motion picture exhibitors of Maryland. Motion picture exhibitors throughout the nation claim that television is ruining the movie business. Instead, we have bought television and radio time for the client on a greatly increased scale, and the result has been that motion picture business has been stepped up tremendously for the association members."

This enterprising ad man even makes a business of his hobbies. About six months ago he launched the "Executives Dinner Club," in which he is both sole stockholder and advertising agent. The club issues identification cards to re-

(Continued on page 72)

beat

DONALD McDONALD, vice president Ruthrauff & Ryan, N. Y., appointed manager of Louisville operations for Griswold-Eshleman Co., Cleveland, Ohio.

Mr. McDonald

VERN EASTMAN, account executive Hixson & Jorgensen Inc., L. A., to Dan B. Miner Co., L. A., in same capacity.

LEN WHITE, associated with Republic Pictures, L. A., to J. Walter Thompson Co., Hollywood, as buyer of talent and story properties.

S. SEWARD (Bud) SPENCER, radio-television director Walter McCreery Inc., Beverly Hills, Calif., resigns.

BOB SMITH, time buyer Buchanan & Co., N. Y., to Lennen & Mitchell, N. Y., in similar capacity.

FRED GARDNER Co., N. Y., has moved to larger quarters at 244 Madison Ave. Telephone Murray Hill 3-7576.

E. A. W. SCHULENBURG, vice president and director of media and research Gardner Adv. Co., St. Louis, announced his retirement from active participation in business after 46 years with agency. Mr. Schulenburg will continue to serve as consultant for firm.

Mr. Schulenburg

BIOW Co. has added four new members to its TV department. They are: **ROBERT McNEIL,** formerly with Duane Jones Co.; **JOHN SEEHOF,** previously with William Esty Co.; **JOHN DEMOTT,** formerly with CBS, who will work on the Philip Morris account, and **JAMES BEECH,** from BBDO, who will be associated with **ROY WINSOR,** head of department, on the Gunther Brewing account.

DAVE CROCKETT appointed radio and television director for Seattle office MacWilkins, Cole & Weber, Portland, Ore. He was assistant program director at KING-TV Seattle.

WILLARD G. GREGORY, president Willard G. Gregory & Co., L. A., elected president Southern Calif. Advertising Agencies Assn. Also elected were: **HENRY WELSH,** partner Welsh-Hollander Adv., first vice president; **EDWARD ROSS,** partner, Ross, Gardner & White Adv., second vice president; **EARL TAGGART,** partner Taggart & Young Adv., secretary-treasurer. New Board members elected to three-year term were: **RALPH YAMBERT,** president, Yambert, Prochnow, McHugh & Macaulay, Inc.; Mr. Ross and Mr. Taggart. **RAY GAGE,** president C. B. Juneau Inc., is retiring president.

GEORGE GOLDMAN, Philip Klein Adv., Phila., to David Zibman Adv., same city.

FOUR more advertising agencies have joined the newly-formed National Federation of Advertising Agencies, bringing total membership to 15. New members are **The BLAINE Co.,** Attleboro, Mass.; **CARY-HILL Inc.,** Des Moines, Iowa; **ROMAN ADV. Co.,** St. Louis; **G. A. SAAS & Co.,** Indianapolis.

LEN WHITE, talent buyer J. Walter Thompson Co., Hollywood, father of girl, Barbara Carol, June 9.

FRANCIS M. STEELE appointed art director Betteridge & Co., Detroit. He was with Campbell-Ewald Co., Detroit, in same capacity.

NAN PIERSOL, vice president and media director The Bogerts & Tibbetts, Inc., L. A., and Clancy Dayhoff, director public relations, Los Angeles Harbor Dept., married.

BILL HARDING, producer of NBC *Dennis Day Show*, Ted Bates Inc., L. A., resigns to become free lance television producer. He was with J. Walter Thompson Co., N. Y. He is currently producer of ABC-TV *Sawyer Looks at Hollywood.*

Obviously OUTSTANDING

Peoria-built TOURNADOZER moves 2½ tons of dirt in a single pass . . . travels 19 mph!

Peoria is known the world over as the home of LeTourneau—builder of the famous high-speed Tournadozer, a materials moving tool that's outstanding in the construction field. This 15-ton monster is steered and its 11-foot-wide blade is electrically controlled by *push buttons!*—an extraordinary advance in a fabulous industry!

WMBD Dominates the Rich Peoriarea Market

BOB HOLBEN . . . DIRECTOR OF SPECIAL EVENTS has been in radio for 5 years. He is moderator of WMBD's outstanding public service program, "Question, Please" . . . is also featured in many other prominent public service programs.

OBVIOUSLY OUTSTANDING, also, is WMBD's continuing dominance of the prosperous Peoriarea market. Hooper Index after Hooper Index shows that WMBD maintains a listenership that exceeds the next two stations COMBINED . . . at many time periods has more than 50% share of the audience.

Skillful programming and selling know-how combine to make WMBD the *NO. 1 BUY IN THE MIDWEST'S NO. 1 TEST MARKET.*

CHARLES C. CALEY, Vice President and General Manager
DON D. KYNASTON, Director of Sales

See Free & Peters . . .

AM WMBD FM
FIRST in the Heart of Illinois
PEORIA
CBS Affiliate
5000 Watts

IT PAYS TO... WATCH

WORLD STATIONS ARE MAKING MONEY WITH THESE JINGLES NOW!

- HOME IMPROVEMENT JINGLES CAMPAIGN
- FUR STORAGE SERVICES JINGLES
- FLORIST YEAR-ROUND CAMPAIGN
- FARM PRODUCTS SIGNATURES
- APPAREL LINES YEAR-ROUND CAMPAIGN
- BEAUTY SHOP PROMOTION JINGLES
- FURNITURE STORES JINGLES

More Money-Makers!

- LOAN COMPANIES JINGLES
- USED CAR DEALERS JINGLES
- BAKERS JINGLES
- CREDIT CLOTHIERS (MEN) JINGLES
- JEWELERS JINGLES
- SAFETY JINGLES CAMPAIGN
- CREDIT CLOTHIERS (WOMEN) JINGLES

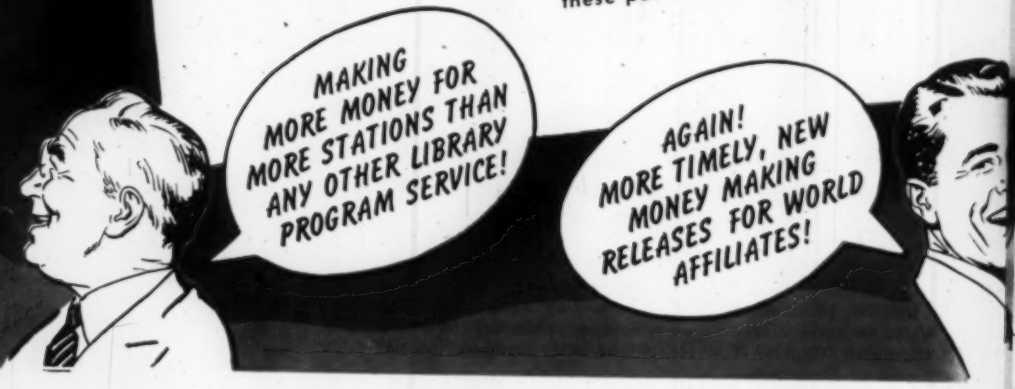
And More!

- WORLD MUSICAL WEATHER JINGLES
- FURRIERS CAMPAIGN
- FOOD PRODUCTS JINGLES CAMPAIGN
- HOMEMAKING JINGLES CAMPAIGN
- BASEBALL SIGNATURES CAMPAIGN
- SPORTS SIGNATURES CAMPAIGN
- HAPPY BIRTHDAY JINGLES CAMPAIGN
- WORLD MUSICAL TIME SIGNALS
- KIDDIE PRODUCTS SIGNATURES CAMPAIGN
- FOOTBALL SIGNATURES CAMPAIGN
- BASKETBALL SIGNATURES CAMPAIGN

...FOR MORE AND MORE AND MORE *SALEABLE* CAMPAIGNS!

World-Affiliates are making money with these sales-producing jingles!

7,385 advertisers are currently sponsoring these powerful WORLD jingle campaigns!


MAKING MORE MONEY FOR MORE STATIONS THAN ANY OTHER LIBRARY PROGRAM SERVICE!
AGAIN! MORE TIMELY, NEW MONEY MAKING RELEASES FOR WORLD AFFILIATES!

WORLD!

NOW! 3 GREAT *NEW* SPONSOR-SELLING JINGLES!

1. Back-to-School Campaign
   Now Ready for August and September
2. Dry Cleaners and Laundry Campaign
   for Year Round Use
3. Savings Bank and Building and Loan Association Campaign
   for Year Round Use.

FREE! TO WORLD-AFFILIATE STATIONS. A WORLD PLUS AT NO CHARGE

AND HERE ARE MORE SALES PRODUCERS AVAILABLE EXCLUSIVELY AT WORLD STATIONS!

- CHRISTMAS SHOPPING JINGLES
- CHRISTMAS SALES JINGLES
- FOOD PRODUCTS CHRISTMAS CAMPAIGN
- TOYS AND CHRISTMAS GIFTS CAMPAIGN
- CHRISTMAS DECORATIONS AND GIFTS JINGLES

And More Money-Makers!

- VALENTINE'S DAY JINGLES
- EASTER GIFT JINGLES
- EASTER APPAREL PROMOTION JINGLES
- MOTHER'S DAY JINGLES
- GRADUATION DAY JINGLES
- JUNE WEDDING JINGLES
- FATHER'S DAY JINGLES

Time-Buyers! Account Executives!

WORLD STATIONS HAVE THE SHOWS, THE RATINGS, THE KNOW-HOW!

WORLD

PROGRAM SERVICE

WORLD BROADCASTING SYSTEM, INC.
488 Madison Avenue, New York 22, New York

NEW TIME for these WASHINGTON favorites

BILL HERSON

By popular demand Bill's morning show is now heard Monday through Friday 6:00 to 10:00 A.M. . . . Saturdays till 9:00

GENE ARCHER

Gene Archer and the Cliff Quartette with Gene's songs and easy chatter in a full hour feature each noon-time 12:15-1:15 PM

NANCY OSGOOD

Now heard in her regular half hour at 1:15 each weekday afternoon. This is a great combination with Gene Archer.

FIRST in WASHINGTON

WRC

NBC

feature of the week

IOWA's largest department store, Ginsbergs, took the appliance buyers' strike in Des Moines by the horns, which were being pulled in by other merchants, and radio came out on top.

Mr. Strauss

Ginsbergs did it by radio "mass spotting," master-minded by two radio-convinced gentlemen, Aaron Klein, Ginsbergs' advertising director, and Gus Strauss, account executive for Son De Regger Adv. Agency, Des Moines.

Mr. Strauss, who has handled the furniture store's account since 1929, resorted to the up-to-date method of selling — radio spot — when shoppers in Des Moines followed the anti-appliance purchasing trend plaguing other markets.

The two advertising men came up with what they believe is the largest retail spot saturation campaign in radio's recollection: 1,580 spots in a period of 35 consecutive days, that is, an average of over 43 spots daily.

Tabulating the amazing figures, S. H. McGovern, general manager, KSO Des Moines, ABC affiliate, was moved to tag the campaign "so colossal that KSO's programming had to be arranged to handle the gigantic schedule."

First barrage went over the station for Union Furniture Co., Ginsberg-owned, for Crosley refrigerators, May 17, with 54 chainbreaks per day from early morning until late at night. This continued for 11 days.

Ginsbergs then followed with 50 spots daily featuring the Free-Westinghouse sewing machine, May 28, 30 and June 7-8. On May 31 it was Arvin small appliances for 50 chainbreaks daily, running through June 6. The next two days were set aside for the Westinghouse campaign. June 10 ushered in a Remington Shaver promotion by Ginsbergs. It ran four days with 40 spots per day.

Picking up on June 14, the store

(Continued on page 74)

strictly business

RADIO-TRAINED Dale C. Rogers was recommended to Mid-Continent Petroleum Corp. by an anonymous letter writer.

As advertising and sales promotion manager of the firm, which annually budgets in excess of $1.5 million, Mr. Rogers is anything but an unknown in his field.

The top man in the firm's advertising and sales promotion arm, Mr. Rogers' duties consist of supervision of all art, advertising and promotional activities as well as the company's public relations program.

Mid-Continent spends more in radio advertising than in any other media. And Mr. Rogers is just the man to keep one eye on the books and the other on sales for he expounds:

"We have found that the medium [radio] really pays off in selling petroleum products."

An example of this Mid-Continent pro-radio and pro-sales outlook is the D-X Flaming Proof campaign, embers of which just now are cooling. In addition to newspaper advertising, the D-X drive in the Mid-West used 30 radio stations. The campaign promoted Mid-Continent's D-X lubricating gasoline and "its unique upper cylinder lubricant" with

Mr. ROGERS

* * *

"D-X guaranteed bond and saucer test."

Mr. Rogers has served up other dishes in his time. Back in 1939, he recalls, he stepped out in the world fresh from college but experienced enough to transact a $50,000 radio contract covering the state of Texas with 25 stations involved. The deal revolved about a dramatic news show for a large, regional brewery, that won acco-

(Continued on page 78)

IF YOU'RE INTERESTED IN PROFIT...

You'll PROFIT From WISN's Better Programming and More Loyal Listeners Who "Lis'n to WISN" for Good Radio All Year Long.

Let Your KATZ Man Show You Just How You Can PROFIT From WISN—Milwaukee's Most Productive Station.

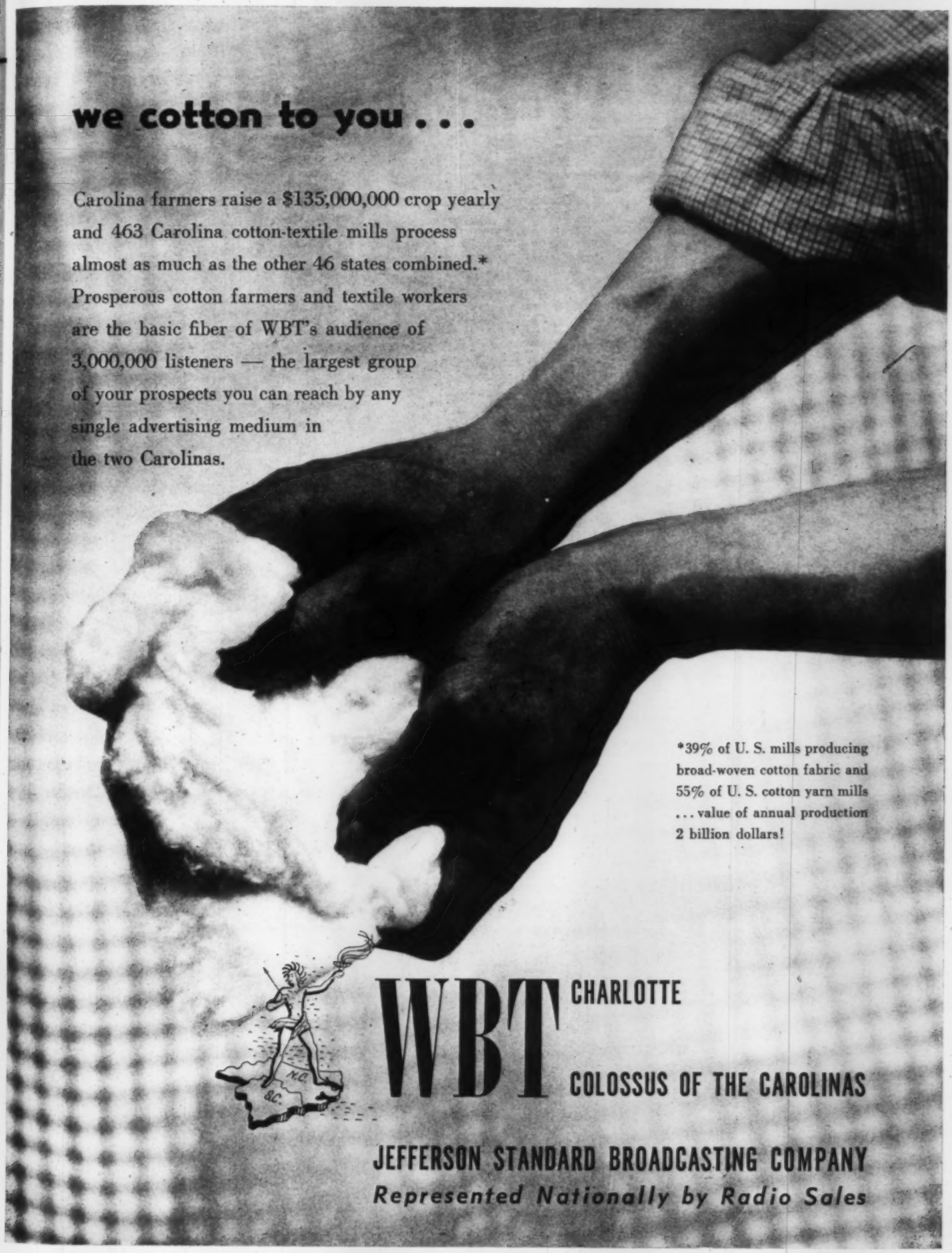
You'll Like Doing Business With WISN.

IN MILWAUKEE THEY LIS'N TO

WISN CBS

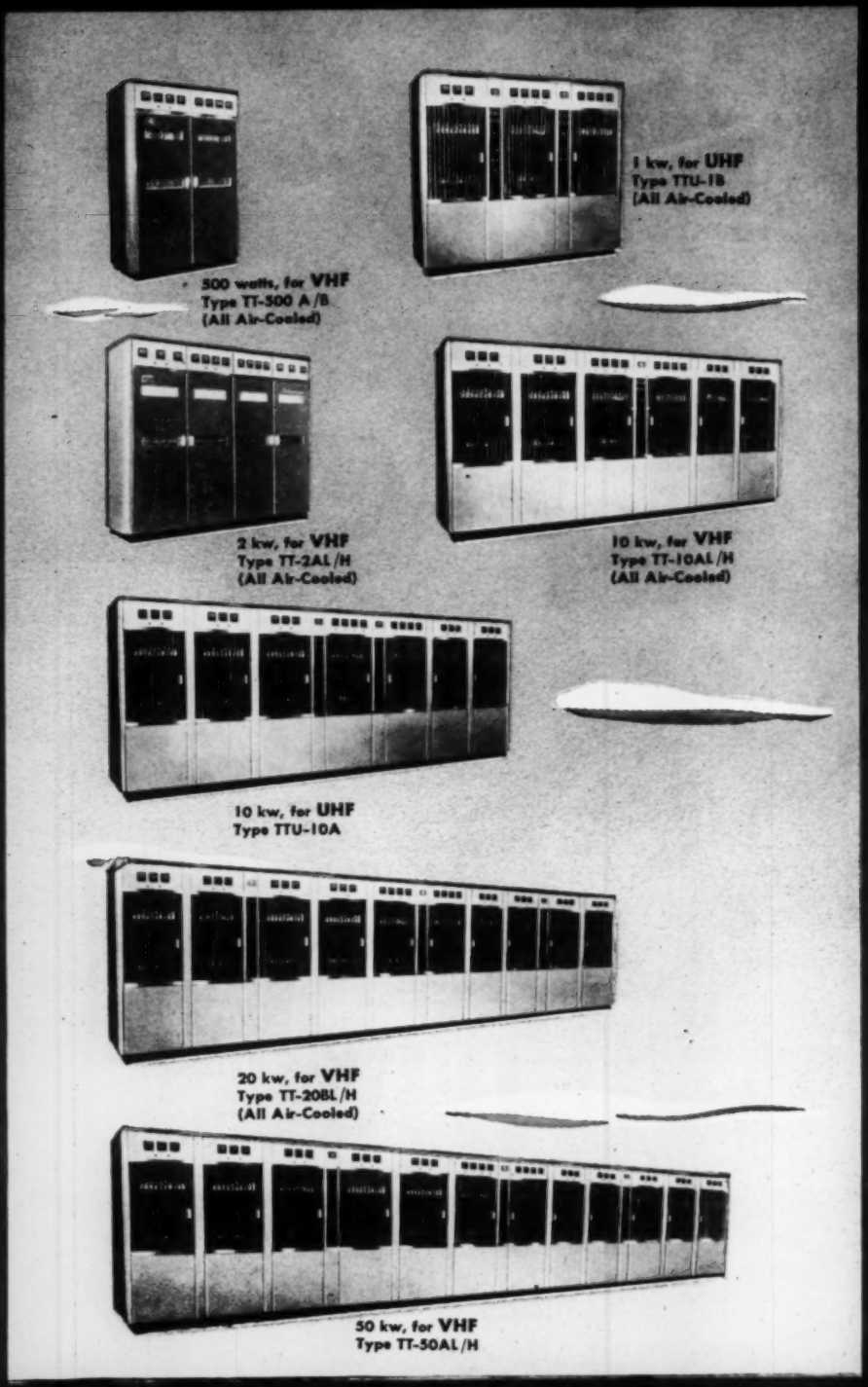
5000 WATTS

Represented by KATZ Agency


we cotton to you . . .
Carolina farmers raise a $135,000,000 crop yearly and 463 Carolina cotton-textile mills process almost as much as the other 46 states combined.* Prosperous cotton farmers and textile workers are the basic fiber of WBT's audience of 3,000,000 listeners — the largest group of your prospects you can reach by any single advertising medium in the two Carolinas.
*39% of U. S. mills producing broad-woven cotton fabric and 55% of U. S. cotton yarn mills . . . value of annual production 2 billion dollars!
N.C.
S.C.
WBT
CHARLOTTE
COLOSSUS OF THE CAROLINAS
JEFFERSON STANDARD BROADCASTING COMPANY
Represented Nationally by Radio Sales

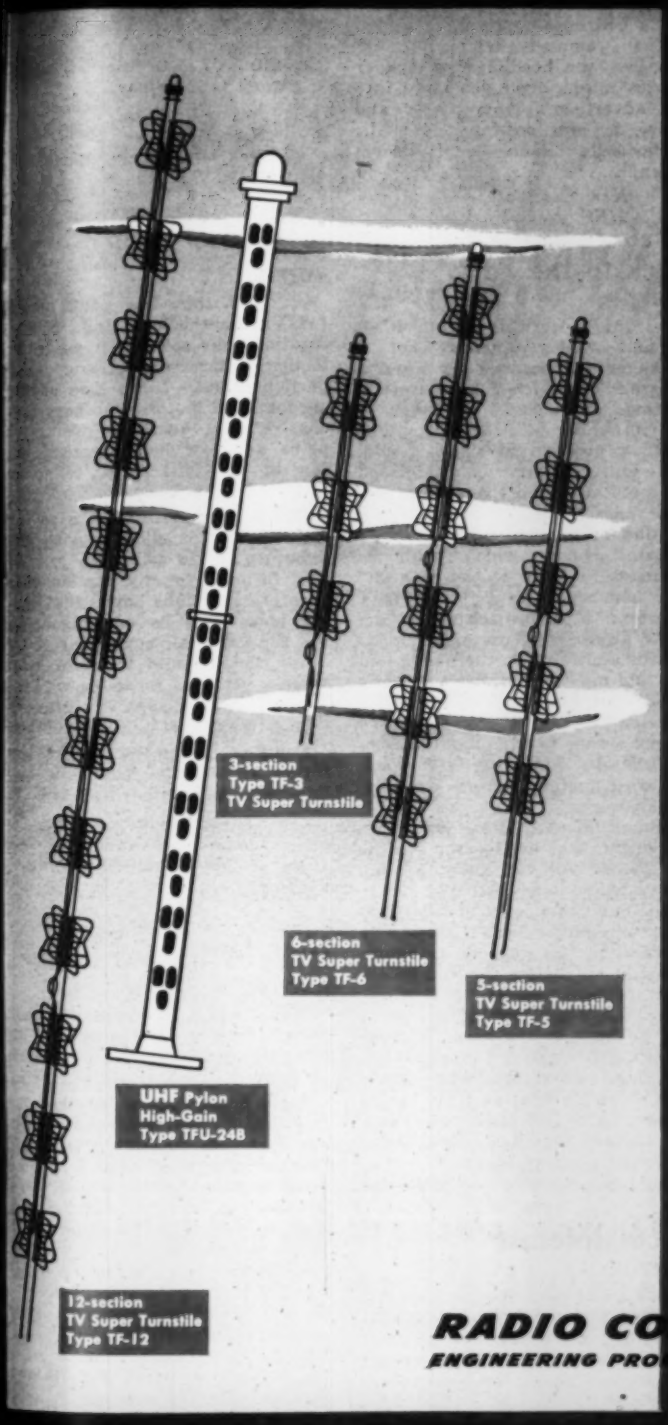
How to get any TV

TAKE ONE OF THESE TV TRANSMITTERS...



power up to 200 KW!*

...ADD ONE OF THESE TV ANTENNAS... = YOUR POWER



With RCA's complete line of transmitters (seven different models), you can get any ERP* up to 200 kw—on any channel from 2 to 83. And in most cases, *you can get the power you want in several different ways!*

If your requirements are best met with a low-power transmitter and a high-gain antenna, *RCA has the combination!* However, if your needs are better met with a higher-power transmitter and a lower-gain antenna, *RCA has that combination too!*

Ask your RCA Sales Representative to sit down and help you plan the most practical and economical equipment setup for your station. He has an intimate knowledge of station planning—knows TV equipment from A to Z. He can tell you exactly what you'll need to get "on the air" . . . with the power you want . . . at the lowest cost.

Call him today. Or write RCA Engineering Products Department, Camden, N. J.

*Effective radiated power

RCA

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

WBIG
IN GREENSBORO, N.C.

One of America's First Stations!

A sixteen county market of
241,000 families with
$971,136,000 to spend

The wealthy Greensboro — High Point Metropolitan market led all other markets in the Carolinas in 1950 General Merchandise Sales.

WBIG

"The Prestige Station of the Carolinas"

Gilbert M. Hutchison, President

CBS Affiliate 5000 watts

EST. 1926

represented by Hollingbery

open mike

Judgment Day

EDITOR:

. . . Radio is here to stay. Radio can move goods. You know it. I know it. But can we prove it?

Sure—if radio had the guts—if every radio station in the United States voluntarily and simultaneously closed up shop for a period of 24 hours.

The jammed telephone exchanges—the headlined newspaper stories might even penetrate into the advertiser's ivory tower and prove to him once and for all: Radio sells. Radio lives! People listen! . . .

Ken Goldblatt
MBS, New York

* * *

Back to the Farm

EDITOR:

. . . My work is as an independent writer/producer, not a packager, but occasionally when a program on which I have worked becomes available, I endeavor to sell it on the basis that I either write or produce the show, if sold.

Recently a known, established property on which I've worked for two years became available. . . . In due course [I] approached a certain agency which shall be nameless . . . one of the "top 20" and has separate radio and TV directors. My approach was to the radio director, of course. First I got his secretary on the phone and she told me "they couldn't sell any radio shows, so they weren't interested in looking at any." . . . I then wrote to Mr. Radio Director himself. Following is a word-for-word quotation from his written answer:

"Sorry to say that we don't have any clients who are looking for radio shows. As you know, all the swing today is toward TV. As a result our radio operation is down to a minimum. Under these circumstances, I'm sure you recognize it would be useless for you to expose your show to me."

. . . Let's all give up the ghost and go back to the farm, because surer'n hell we're not going to get anywhere when the very people who should be beating their brains out trying to sell radio are taking the attitude that it is a lost cause.

Richard Marvin
New York

* * *

Local Interest

EDITOR:

Radio had sunk enough money in surveys to build a "survey building." It's about time we of radio sell in the same manner as our competition does. Newspapers sell circulation—why not radio? . . . The problem of eliminating the question of how many people listen to your station can be solved. We have accomplished it by a few simple rules. . . . Our news staff was increased to supply us with more *local* news. The special event staff (which includes almost every member of the staff) covers events of *local* interest. . . . When you get your listeners to a point where they are afraid to turn off their radio because they might miss something of local interest, a survey won't be necessary. . . .

Pat O'Halloran
Sales Manager
KPQ Wenatchee, Wash.

* * *

Idea Swap Shop

EDITOR:

. . . Within the past month [WJVA South Bend, Ind., 250 w daytime] has sold three programs to distributors without any dealer participation . . . now has on the air four distributors who have purchased time outright. Tentative plans are now being worked out for the fifth distributor to go on the air in October.

WJVA has worked out a selling formula that is clicking with distributors and is willing to pass on this formula to any station that is interested. It is hoped that selling ideas may be exchanged for the benefit of all concerned . . . I think there should be more sales success ventures made known . . . There is no reason why stations themselves cannot help one another.

Come on, pavement beaters, let's forget about rate reductions and lets help one another *sell radio.*

Charlie Sharpless
Commercial Manager
WJVA South Bend, Ind.

* * *

New Low

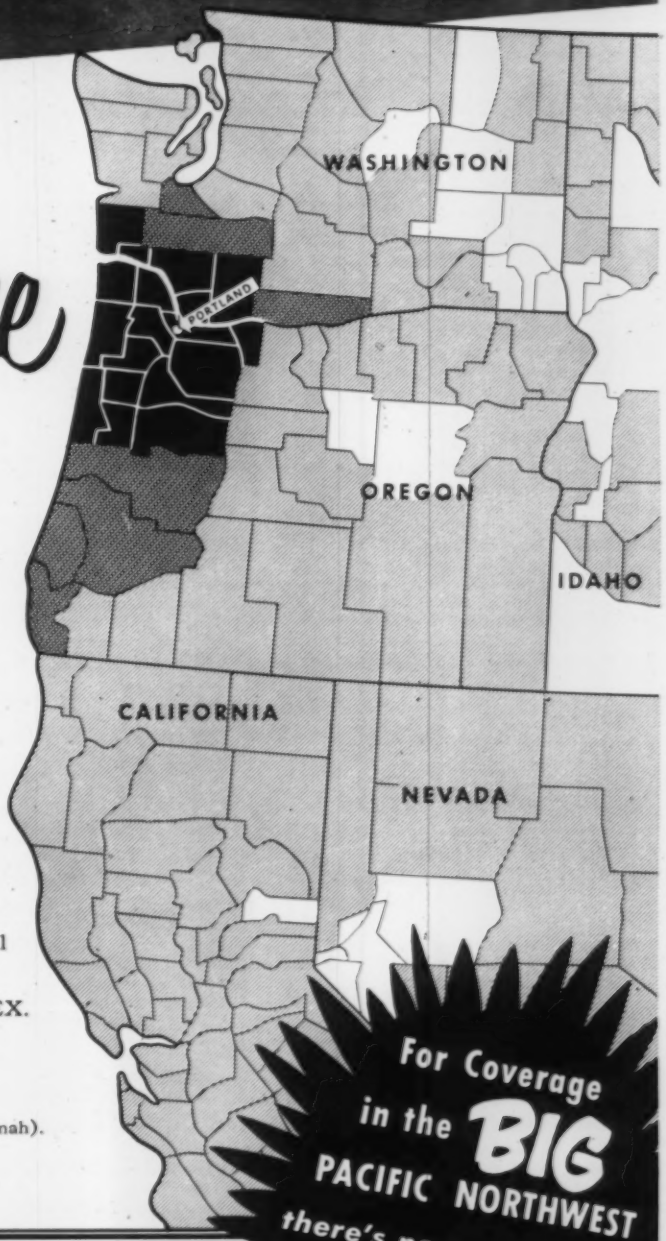
EDITOR:

May I add a resounding "amen" to the letter written by Anna Collin, published in the June 18 issue ["Cheap Labor," OPEN MIKE]?

Anna doesn't know how low the new low is. Not too many weeks ago a certain "executive" asked if I knew of a good man whom he could hire for $50 per week . . . I inquired as to the qualifications and duties of the position open. This was his reply, verbatim: "I need a man who can do news and sports, do a good d.j. show and do some selling on the side. He'll need a car, of course, and I'd prefer that he be a family man, because family men are more dependable." Not bad, for $50 a week . . .

(Continued on page 79)

in the BIG rich*
PACIFIC NORTHWEST mail response proves
KEX preference



The mail KEX receives every day from listeners throughout the Pacific Northwest *proves* Westerners prefer KEX over any other Portland station.

DAY after DAY
WEEK after WEEK
MONTH after MONTH

...KEX receives listener mail from every county in Western Oregon and Western Washington. And listeners *regularly* write from as far away as Southern California, British Columbia and Alaska. In the month of May, KEX received letters from 135 different towns in Northern California alone. That's because the KEX signal is dominant, interference free, with programs that appeal.

To sell the *BIG* Oregon Country, use KEX, Oregon's most powerful radio station...the only 50,000 watt station in Oregon.

In the BIG Oregon Country ... think BIG ... sell BIG ... use KEX. Contact Free and Peters or KEX now for availabilities.

LEGEND:

- Response per Radio Family more than 50% of home county (Multnomah).
- Response per Radio Family 25% to 50% of home county.
- Response per Radio Family under 25% of home county.

For Coverage in the BIG PACIFIC NORTHWEST there's no substitute for 50,000 WATTS

KEX

Oregon's *Only* 50,000 Watt Station

ABC AFFILIATE IN PORTLAND

WESTINGHOUSE RADIO STATIONS INC.

WOWO • KYW • KDKA • WBZ • WBZA • KEX • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

*Bank deposits in the TWO BILLION DOLLAR Pacific Northwest market have increased 276% since 1941! (Federal Reserve District Office figures.)

On the dotted line . . .

PENNING 52-week pact for daily 15-min. portions of *Johnny G Show* on KOB Albuquerque is John McCormack, ex-radio man now using radio to sell John McCormack Inc., southwest home furnishing store. He's former co-owner KTBS and mgr. KWKH, both Shreveport, and pres. KTHS Hot Springs. Watching are (l to r) Phil Hoffman, KOB mgr.; Johnny G (Griswold); Charles Teas, KOB a.e.; Phil Willmarth, a.e., Steven A. Box Adv.

LONG-TERM renewal for First Street Department Store sponsorship of daily *KDAL Karnival* on KDAL Duluth, is set by A. Oreck (center), store pres. Looking on are Pat Scanlon (l), store adv. mgr., and KDAL Account Executive Rex Hudson.

SIPPIN' milk toast to two-year renewal by West End Diary of Ziv's *Cisco Kid* on WTMA Charleston, S. C., are (l to r) Douglass M. Bradham, gen. mgr. WTMA; Odell Hawkins, West End sls. mgr., and Grange Cuthbert Jr., WTMA sls. mgr.

THREE-YEAR pact for Ziv's *Boston Blackie* on WSYR Syracuse for Superior Beverage Co. is made firm by Alfred K. Biel (seated l), Superior pres., with approval of E. R. Vadeboncoeur (seated r), WSYR gen. mgr., and (standing, l to r) Wm. Margeson, agency rep.; Fred I. Geiger, WSYR.

COMPLETING pact for quarter-hour farm show across the board on KEEN San Jose, Calif., is W. A. Stine (r), president, Santa Clara County Farm Bureau. Smiling approval are Bob Blum (l), KEEN sales manager, and Ed Paul, executive secretary, Farm Bureau.

FIFTH annual KOA Denver-Standard Oil (Ind.) fall gridiron pact is signed by (seated) Wesley I. Nunn. On-lookers (l to r) Charles C. Bevis Jr., KOA gen. mgr.; Tracy J. Wolfe, mgr. Col. Div. of SO; Starr Yelland, KOA sportscaster; D. H. Lewis, asst. mgr Col Div SO; Ward Egbert, asst gen. mgr. Rocky Mt. Div. of SO. Contract covers all Colorado U. games this fall.

In The Public Interest

Good Citizenship Efforts

KXYZ Houston series, *My Best to You*, a public service feature in the interest of good citizenship, has earned the plaudits of the local police. L. D. Morrison, chief of police and several times a guest on the morning show, wrote Writer-Producer Robert H. Nolan that the program was "rendering a very valid community contribution . . . citizens have become conscious of the existence of their police department, its duties, its limitations." He added that the program had "carefully planted the seed of community responsibility."

Backs Blood Drive

WCSC Charleston, S. C., assisted the Red Cross Bloodmobile in getting a record turnout in that island area. A loudspeaker-equipped car, manned by George Norwig, sports director, and Ken Klyce, disc jockey of WCSC, started out at 7 a.m. in a tour of all the surrounding islands, urging the blood contributions.

Cincinnati Safety Drive

WKRC Cincinnati and the Cincinnati Traffic Safety Council June 25-Aug. 22 are conducting what is described as the most extensive safety campaign in Queen City history. Traffic phase is aimed at children, their parents and drivers as well. Plan has been widened to include all safety at play, from bicycle riding and swimming to play at home on a rainy day. Civic, school, automobile, recreation and court groups and many other associations are cooperating. All types of WKRC announcements and promotions support the drive, including participations by Newscaster Tom McCarthy, junkets to playgrounds by Chuckwagon Vic Moore, children's character, with a Conestoga wagon. Contests and designation of certain weeks in particular fields of safety also are among the projects planned.

Traffic Series

TO FOSTER traffic safety, WMBR-TV Jacksonville, Fla. is producing *For Us, The Living*, in cooperation with the Jacksonville Safety Council, North Florida Society of Safety Engineers, Mayor-Safety Commissioner of Jacksonville, Florida State Highway Safety Commissioner and the National Safety Council. Telecast 10:15-10:30 p.m. each Monday, show's first section portrays "Accident of the Week" in which key traffic officers discuss traffic destruction in the past week, illustrated with photos and a special magnetic board. Middle portion features "Guest of the Week." Final part of show, "The Panel Speaks," comprising safety experts, discusses issues raised by the guest speaker.

Problems of Alcohol

KOIN Portland, Ore., has completed 10 quarter-hour interviews on the problems of alcohol. Titled *Alcohol Is Your Problem*, the nightly series was produced by KOIN in cooperation with the Oregon Alcohol Education Committee and the Portland Summer Session of the Oregon State System of Higher Eduaction. In it, Ken Ferrier, director of the Oregon School of Alcohol Studies, interviewed educators, scientists and church leaders, on the magnitude of the problem, its effects and treatment and other related subjects.

Ontario Pool

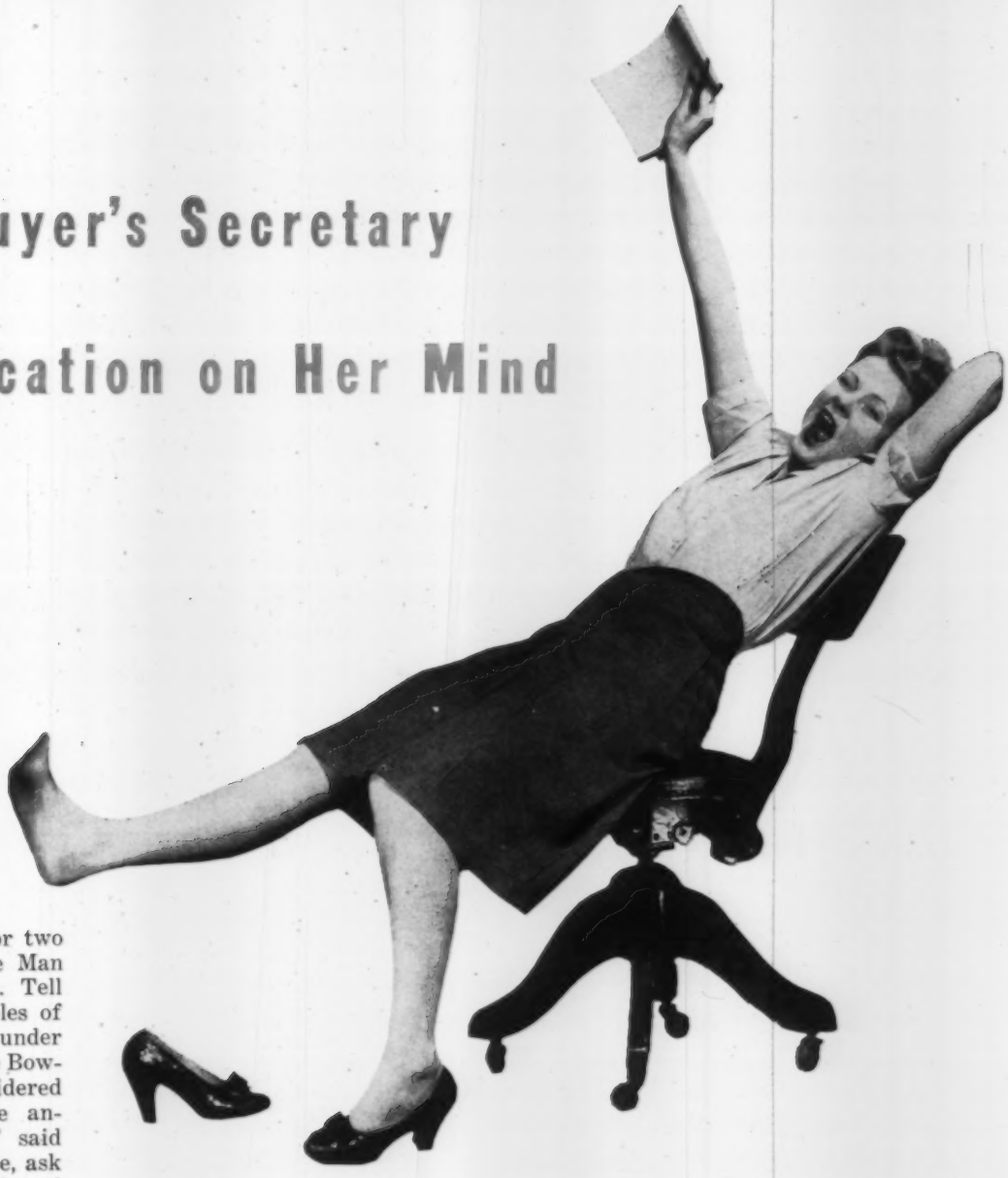
FOUR ONTARIO stations are pooling resources on local community events which are of interest to neighboring communities. CFOS Owen Sound, CKBB Barrie, CKNX Wingham, and CFOR Orillia, are recording on tape such events as ship launchings, community sports, farm tournaments, local fairs, school activities, etc., and sending them to other stations in group for airing. As an example a series of 11 half-hour programs of a local high school glee club have been recorded by CKNX and the tape sent to the other three stations for airing as a public service broadcast and a method of developing local talent.

Off the Griddle

COMMERCIAL that sang: "They're cooking with Crisco from New York to Frisco" has been changed to "They're cooking with Crisco from Maine to San Francisco." Copy rewrite by Compton Adv. Agency came after the local Chamber of Commerce joined with KCBS San Francisco's program, *This is San Francisco*, both recipients of citizenry ire, to research and petition the question. According to Golden Gaters the term "Frisco" is looked at by the locality "as a low or crude slang term and as a result [they] may be transfering their feelings to the commercial which makes use of it."

To a Time-Buyer's Secretary

With Vacation on Her Mind



IT'LL be rough without you for two weeks. Especially when The Man has to scratch around in the files. Tell him, when he needs some examples of radio's pulling power, to look under *Iowa—WMT*. Take the case of the Bowman Cattle Company. They considered cancelling their noon hour sale announcement on WMT. "Looky," said WMT. "Next time you have a sale, ask your buyers how many of them heard about it on WMT." Bowman did. 90% had. Bowman reconsidered.

Remind him about Tait Cummin's WMT Sports Contest last March to guess the championship team and score of the title game in the boys' state basketball tournament. Prizes were 3 one-week all-expense vacations to Mid-West resorts. Results: 49,363 entries in ten days.

Tell him, when he needs some examples of radio coverage, to check BMB's Study No. 2 for WMT, where total weekly radio family listening is 338,480 (in 87 counties) daytime, 303,880 (in 71 counties) nights.

Incidentally, where are you going on your vacation? Iowa's Okobojis and Clear Lake and Spirit Lake are great spots for relaxing; Iowa's young men are real stem-winders—tall, sun-bronzed and . . . interesting. The air is clear—the only pall on the horizon is a bit of smoke from traditional burning ceremonies for the few remaining mortgages, just paid off.

Have a nice time, honey. Everything will be okay. Just leave several blank schedules behind—with WMT filled in in the strategic places.

5000 WATTS

600 KC

WMT
CEDAR RAPIDS

BASIC COLUMBIA NETWORK

REPRESENTED NATIONALLY BY THE KATZ AGENCY

KWKH MAKES BUSINESS SWEET FOR SYRUP COMPANY!

IT'S EASY, WHEN YOU KNOW HOW!

SALES OF JOHNNIE FAIR SYRUP

	1949 INCREASE OVER 1948*	1950 INCREASE OVER 1949*
1st QUARTER	26.6%	35.1%
2nd QUARTER	28.6%	54.1%
3rd QUARTER	45.2%	90.6%
4th QUARTER	59.0%	5.4%
ANNUAL TOTAL	38.5%	47.4%
TOTAL SALES FOR 1950—102.7% GREATER THAN 1948!		

** Percentages are in units of merchandise —not dollar volume.*

LATE in 1948, Mr. J. R. Murphy of the Shreveport Syrup Company came to us for advice. Syrup sales, including those of his company's Johnnie Fair Syrup, had been going down steadily for years. Would radio help—or should he look for another product?

We believe in radio, and told him so. He decided to try a campaign on KWKH. The chart above shows the results. *1950 sales of Johnnie Fair Syrup were 102.7% greater than in 1948!* Yet competitive brands continue to decline!

What kind of campaign did it take to do the job? During all of 1949, Johnnie Fair Syrup was advertised *exclusively on KWKH*—at first with a 15-minute, Class C strip on weekdays; and then, later, an additional 15-minute, Class B strip. Today the company is also using several radio stations outside KWKH's territory. *But these two programs on KWKH still represent over half of Shreveport Syrup's advertising budget!*

What may we sweeten for you?

KWKH

50,000 Watts · CBS ·

SHREVEPORT Texas **LOUISIANA** Arkansas

The Branham Company
Representatives

Henry Clay, *General Manager*

BROADCASTING
TELECASTING

Vol. 41, No. 2 WASHINGTON, D. C., JULY 9, 1951 $7.00 A YEAR—25c A COPY

KOREAN TRUCE IMPACT

Slight Effect on Radio-TV Seen

CEASE-FIRE developments in Korea will have only slight effect on actual operation of radio and television stations in the coming weeks, judging by the views of key government and industry figures.

A policy of "no letdown" in the mobilization program prevailed among government officials at the weekend. President Truman and other Administration officials sent out the word to maintain controls and keep the defense effort moving along without interruption.

With a truce near negotiation, however, Congress found itself in the middle. Pressure for relaxation of controls and easing of proposed tax increases had started to develop last week and there was fear among businessmen that retail sales would slow up and prices head downward.

Some Congressmen, both Republican and Democratic, openly called for a softening of production controls and efforts to prevent inflation.

Key to the situation was the attitude Congress would take after developments in Korea and public sentiment can be weighed in relation to the present mobilization and anti-inflation program. Belief that Congress would relax the program was noted in many Washington quarters despite the overwhelming belief that Russia would strike elsewhere should fighting end in Korea.

Bright Promise

Advertisers and media were encouraged Thursday by a promise that appropriate advertising budgets will continue to be legitimate deduction expenses in tax reporting. Secretary of the Treasury John W. Snyder made this promise to Kal Jorgensen, chairman of Hixon & Jorgensen Adv. Agency, Los Angeles, who called at the Treasury.

Free dissemination of news depends largely on the advertising that makes media operation profitable, Secretary Snyder was quoted as saying to Mr. Jorgensen. In addition, Secretary Snyder was said to have assured Mr. Jorgensen that normal and reasonable expenditures for advertising will remain deductible as a business cost.

National Production Authority relaxed its restrictions on new construction in the case of one broadcasting station, WEEU Reading, Pa. WEEU was given permission to construct a $50,000 plant after lengthy negotiation with NPA.

The WEEU grant, however, was an exception to the rule and was not considered an indication that NPA or other agencies will soften restrictions in the near future.

Widening demands for easing of government controls over business and labor were expected. Already these demands are gaining strength and many Congressmen are opposed to the idea of spreading government controls.

No Employment Ease

There appeared no immediate hope of an easing in the broadcast employment picture as a result of truce developments. The armed forces and government agencies have been draining off trained personnel from radio and TV stations alike. Shortage of operators, especially combination men, is harrassing small stations.

Attitude of Congress will determine if corporation taxes are to be increased to any marked degree.

Should there be cutbacks in the mobilization program broadcasters might be able to get such materials as steel for antennas and other construction but it is too early to find any definite pattern in the rapidly changing picture.

The truce situation was not expected to bring any letup in the civil defense program, one of the slower moving phases of mobilization. Broadcasters will be active in the alert tactics to be used in case of air attack.

Industry observers could not foresee any major impact within the next fortnight on advertising budgets. Some lines of hard goods, including radios and TV sets as well as automobiles and refrigerators and similar items, continued to move slowly. This called for fuller use of advertising media. Aside from seasonal influences, the sluggish movement of hard goods was traced in part to "fear" buying last autumn and winter.

Buying Capacity

Maintenance of the industrial productive pace, geared to creation of mobilization machinery on top of the normal capacity, would mean that general employment levels will hold up and buying capacity will not be curtailed because of sudden unemployment.

Effect of Korean developments on the radio manufacturing indus-

(Continued on page 34)

LAMB TO BUY WOW

At Reported $2.5 Million

AN OPTION to purchase WOW-AM-TV Omaha for a figure reportedly in excess of $2,500,000 has been acquired by Edward (Ted) Lamb, it was learned authoritatively last week.

Mr. Lamb, owner of two television stations (WTVN Columbus, Ohio, Channel 6, and WICU Erie, Pa., Channel 12) and of WTOD (AM) Toledo, is a well known figure in both newspaper and broadcasting circles. He also is the publisher of *The Erie Dispatch*.

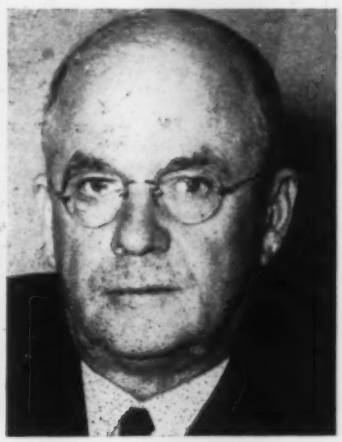
* * *

Both Mr. Lamb and Francis P. Matthews, Secretary of the Navy and president of WOW Inc., flatly declined comment last week when queried by BROADCASTING • TELECASTING. But it had been ascertained that an agreement had been reached for sale of the station to unknown purchasers [CLOSED CIRCUIT, July 2].

Last Friday it was learned that Mr. Lamb had acquired the purchase option and had deposited earnest money in the amount of $100,000. It is expected that the transaction will be consummated this week.

* * *

Mr. LAMB



Mr. MATTHEWS

WOW, operating on 590 kc with 5 kw, is an NBC affiliate and has been on the air since 1923. Originally owned by the Woodmen of the World, the station was transferred to Radio Station WOW Inc. in 1942 in a unique proceeding which precipitated several years of litigation. The transaction, as finally evolved, covered leaseholds on the properties to the operating company, with the licensee corporation to return the physical properties to the Woodmen of the World Insurance Co. These leaseholds have 19 years to run.

On Air Since '49

WOW-TV, operating on Channel 6, is one of two TV stations in the Omaha market. It has been on the air since 1949.

While no official comment was forthcoming from any quarter as to the new transaction, it was thought that Secretary Matthews, who recently was appointed Ambassador to Ireland, will remain with the corporation as chairman of the board of the new operating company. Presumably Mr. Lamb would become president. The

(Continued on page 35)

FORT INDUSTRY

Three Districts Formed In Reorganization

EFFECTIVE July 5, The Fort Industry Co. completed a reorganization of its operations which has resulted in the division of the company into three geographical districts. The Northern District now comprises Detroit, Toledo and Cincinnati. The Central District covers the two West Virginia stations (Wheeling and Fairmont) and the Southern District comprises Atlanta and Miami.

Mr. Jones

Under the reorganization plans, three district vice presidents have been appointed, each of whom will be responsible for the operation of all Fort Industry properties within his particular district.

For the Northern District, Richard E. Jones, presently managing director of WJBK-AM-TV Detroit, has been appointed district vice president and will supervise the activities of WSPD-AM-TV Toledo and WSAI Cincinnati, in addition to his own duties at WJBK-AM-TV. E. Y. Flanigan, managing director of WSPD-AM-TV, will continue in that role, reporting to Mr. Jones. Allen Haid, managing director of WSAI, continues in that capacity, also reporting to Mr. Jones.

William E. Rine, until this change managing director of WWVA Wheeling, W. Va., has been appointed district vice president of the Central District. J. Robert Kerns, managing director of WMMN Fairmont, will report to Mr. Rine.

Mr. Kettler

Mr. Rine

The Southern District will be in charge of Stanton P. Kettler, managing director of WGBS Miami. James E. Bailey, managing director of WAGA-AM-TV Atlanta, reports to Mr. Kettler, as does L. C. McAskill, publisher of *The Florida Sun*, Miami Beach newspaper owned by The Fort Industry Co.

The three district vice presidents —Messrs. Jones, Rine and Kettler— will report directly to Lee B. Wailes, vice president in charge of operations of The Fort Industry Co. who, in turn, reports to George B. Storer, president.

Appointment of resident managers in Detroit, Miami and Wheeling shortly will be announced.

FOOTBALLCASTS

Five Schedules Announced

KFI-TV Los Angeles last week announced plans to telecast junior college football games and four broadcast contracts also were disclosed.

Games to be telecast by KFI-TV, 23 in all, will be carried twice weekly. Hoffman Radio & Television Corp., Los Angeles, will sponsor the telecasts.

Notre Dame grid contests on a city exclusive contract basis have been signed by KXOK St. Louis and WCUE Akron.

In St. Louis, the Notre Dame games plus the Army-Northwestern games, will be sponsored by General Electric and General Electric Appliance Dealers in the greater St. Louis area.

Sponsorship of the schedule in Akron has not yet been announced.

WJBK Detroit, for the sixth consecutive year, will carry broadcasts of the complete schedule of the U. of Detroit. For the second straight year, the games will be sponsored by the Plymouth Dealers of greater Detroit. The Plymouth Dealers account is handled by the Powell-Grant Agency, Detroit.

KOA Denver will broadcast all U. of Colorado games this fall, sponsored for the fifth consecutive season by the Standard Oil Co. of Indiana.

Packard Drops Y&R

ONE of the longest (19 years) advertiser-agency relationships was severed this past week when the Packard Motor Car Co. announced the dissolution of its advertising affiliation with Young & Rubicam after "19 years of pleasant relationships." Packard said its account was being transferred to Maxon Inc., Detroit, effective Dec. 15, 1951. Packard has been sponsoring the TV show, *Holiday Hotel*.

KITE RATES

New Card Separates AM, FM

NEW AM-FM rate card, specifying separate rates for the AM daytime-only operation and FM at night, has been announced by Charles W. Balthrope, owner of KITE-AM-FM San Antonio. The FM station has been on the air only a short time.

The new card specifies a retail rate for KITE-AM, with 1 kw daytime on 930 kc. The FM outlet is on 97.3 mc with 8.3 kw power. The 5 a. m.-sundown rate for KITE is $5 for a one-minute spot, for example. A $2 rate is specified for FM, sundown-11 p.m.

According to Mr. Balthrope the FM station is already sold out 7:15-9 p.m. and 9:15-10 p.m. plus three hours Sunday afternoon. Music is featured in the FM programming.

LBS Moves Foster

IN A MOVE to expand its national sales and to strengthen its executive staff, Liberty Broadcasting System has moved James W. Foster, executive vice president of the network, to New York on a "semi-permanent" basis. Mr. Foster, as head of the sales department of the network, will be responsible for all executive decisions in New York.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"Today WOF brings you two of the city's outstanding social leaders for a friendly chat on women's hats!"

SUNKIST DRIVE

Starts $200,000 Campaign

CALIFORNIA Fruit Growers Exchange, Los Angeles (Sunkist), currently is expending approximately half a million dollars in radio and television to promote frozen citrus products. Today (Monday) the group starts a special $200,000 two-week radio and TV participation campaign on behalf of fresh lemons on 17 video and about nine radio stations in eight East and Mid-West markets. TV participations will run 15 weekly on all TV stations in Detroit, Cleveland, Minneapolis and Cincinnati; three in Chicago, and on the sole TV stations in St. Louis (KSD-TV), Buffalo (WBEN-TV) and Milwaukee (WTMJ-TV). Radio spots run 20 weekly on stations in Milwaukee, Buffalo and St. Louis. A similar campaign is to be repeated in September.

In the special 13-week radio and TV campaign on behalf of frozen products, participations and films are being run on about 40 radio and video stations in 14 markets—25 spots per market. The promotion started June 15 in southern cities and July 2 in other markets including New York, Chicago, Los Angeles, Boston, San Diego, Memphis, Phoenix, Birmingham, Little Rock (Ark.), Atlanta, Augusta, Fresno, Sacramento and Stockton, Calif.

Sunkist has an approximate overall million-dollar budget for the promotion of canned and frozen citrus products. Foote, Cone & Belding, Los Angeles, is the agency.

PEARSON EXPANDS

Maier Heads Dallas Office

OPENING of a new sales office in Dallas, with H. W. Maier Jr. as its head, was announced last week by the John E. Pearson Co., station representative organization.

Mr. Maier

President John E. Pearson said Mr. Maier, who joined the firm effective last Monday, would open the Dallas office this week after a period of indoctrination at the Chicago office.

Mr. Maier, of Greenville, Tex., has been with the sales and advertising staff of the International Milling Co. in Greenville and Minneapolis for the past three years. Joining International Milling following war time service as a Navy pilot, he rose to be assistant advertising manager in charge of media, then advertising manager, before he returned to Greenville for reasons of his wife's health. There he was in charge of all of the company's advertising activities in family flour for five southern sales divisions.

NARTB-BAB DUES

Revamping Is Started

By J. FRANK BEATTY

NARTB'S complicated dues structure is due for long-range revamping.

The present three-way system of assessing stations, employing separate types of dues covering radio, television and Broadcast Advertising Bureau membership, is about to enter the first phase of this revamping process in the near future —possibly this week.

BAB, too, is working out a new dues setup making provision for station representative and network dues.

NARTB will issue a revised rate card for its radio members. The revision was approved last week by the NARTB board in a poll of radio directors. The card will list a scale of NARTB dues for new members, carrying rates 30% below existing rates. This is an interim schedule.

Membership Rates

Stations that were NARTB members prior to July 1, 1951, are entitled to get BAB service until next April 1 if they pay dues under the old NARTB rates. If they elect not to take BAB service they pay 30% less to NARTB.

Stations joining NARTB after July 1, 1951, are not eligible to get the joint NARTB-BAB rate. To join BAB they must pay a separate fee based on BAB's rate card formula.

Starting next April 1 NARTB and BAB will be completely separate. Revision of the NARTB rate card now throws NARTB and BAB into competitive selling as both solicit station memberships.

BAB is working on a new formula covering membership of station representatives. National Assn. of Radio-Television Station Representatives has worked out a BAB dues formula, based on participation of NARTSR members and nonmembers alike. This would give BAB possibly $30,000 to $35,000 compared to the $60,000-$65,000 total BAB had originally planned.

Soon to be discussed with networks will be a new scale of dues for their participation in BAB. By the end of its first year, next April 1, BAB hopes to have an income of $225,000 of which about 70% would come from NARTB members' dues. As of that date BAB no longer will obtain income from NARTB's receipts.

Here is the way the dues situation stands at this time:

- NARTB members pay NARTB dues based on their income, starting with a minimum of $15 a month ($10.50 a month without BAB for stations joining since July 1).
- They can get a 30% discount if they elect not to take BAB.
- New NARTB members since July 1 (except for prior commitments) who want BAB must pay the BAB-only station dues of half the highest hourly card rate per month.
- NARTB television stations pay monthly NARTB dues based on the highest five-minute or half the highest quarter-hour rate, whichever is lower.
- Combined radio-TV stations can belong to NARTB-radio only, to NARTB-TV only, or to both. If both, they pay the combined dues.

Demand for special NARTB radio-TV combination rates was made last spring by a number of station operators. The subject was considered by a joint board committee during the April convention in Chicago but it was felt no action could be taken until a thorough analysis had been made.

Since that time the NARTB Research Dept. has submitted exploratory rates to the board's Finance Committee. It is now developing other formulas for submission to the board in November.

Some joint radio-TV operators contend they should be given a combination fee with an appreciable reduction. They point to the fact that the TV organization pays the parent NARTB $50,000 a year for overhead. To belong to NARTB a joint radio-TV operation must pay the NARTB dues based on radio station revenue plus the TV dues based on five-minute or half-quarter-hour rate.

TV Belongs, Not AM

Incongruity of the rate structure is shown by the fact that such joint operations as WCAU-TV Philadelphia, WWJ-TV Detroit and WTMJ-TV Milwaukee have NARTB television memberships but their AM outlets don't belong to the association. Then there are the Westinghouse stations, which belong to BAB but not NARTB. The Westinghouse-NARTB stricture is of long standing. CBS O&O stations belong to BAB but not NARTB.

Upsetting element in the whole situation is the fact that the BAB-only rate is almost as much, even more, than the combined rate in some cases. In other words, some stations can belong to NARTB-BAB under the combination rate for less money than BAB-only. This situation will last until next April, when the joint NARTB-BAB arrangement comes to an end.

When the BAB separation plan was adopted last August it was felt BAB should become self-supporting. This could be done, it was believed, by charging for various types of service. A glance at BAB's specific services shows that assessments are made for many of the sales and promotional aids offered to its members. NARTB seldom makes charges for its services.

The 1950 BAB separation plan envisioned a million-dollar sales promotion agency, free to hit hard and often without worrying whether a newspaper-owned station might resent aggressive radio selling and decide to pull out of NARTB.

RADIO VETERANS with 25 years or more of experience have met in Chicago to organize a club. Among them are (l to r) Herbie Mintz, pianist and TV personality at WNBQ (NBC); Walter Preston, local salesman for WBKB (TV), and Harold Safford, program director of WLS, all Chicago.

THE ALLMAN CO.

New Detroit Agency Formed

L. C. ALLMAN, former executive vice president of the Fruehauf Trailer Co., has announced the formation of a new advertising agency, The Allman Co. Inc., with offices in Detroit. Basic account of the new company will be that at Fruehauf, but other related accounts will be serviced, including the Trucking Industry National Defense Committee.

Norman Rowe, director of advertising for the trailer firm, will join the agency as vice president. All personnel of the Fruehauf advertising department will join the new firm.

Charles A. Wolcott

CHARLES A. WOLCOTT, 53, vice president in charge of radio and television sales and client service for A. C. Nielsen Co., died Monday after a brief illness. Before joining the Nielsen organization in 1944, Mr. Wolcott had been research director of the Chicago office of Dancer-Fitzgerald-Sample, following previous associations with Daniel Starch & Staff and *The Wall Street Journal*. He is survived by his widow and two daughters.

RADIO VS. TV

Hudson Decides To Use Both

A TEST designed to determine which kind of broadcast advertising—radio or television—is the more effective salesman for paper napkins has ended in a draw, with a highly delighted advertiser deciding to continue his use of both media.

The advertiser, Hudson Pulp & Paper Corp., made the test a simple one. A free offer of four packages of Hudson napkins was broadcast June 7 on the newscasts sponsored by Hudson on seven major market radio stations and telecast the same day on *Bride and Groom* on a 31-station CBS-TV hookup. Women writing in received coupons redeemable at their grocers, who were compensated for redeeming the coupons with the full resale price of the napkins, plus 2 cents per coupon for handling costs.

More than 400,000 requests were received as a result of the one-time offer. "So far as we know, there has never been a response like this from a single commercial," Abraham Mazer, Hudson board chairman, commented. "We were really staggered by the results," R. C. Staelin, advertising manager, reported, noting that "the offer helped us to achieve new distribution and to introduce our full line of products into chains that formerly carried only one or two Hudson items." Both radio and television proved to be "extremely effective," he stated, announcing that both media would continue to carry Hudson sales talks to the American housewife.

WOR Show Named

Mr. Staelin declined to divulge the breakdown of returns between radio and television or among the individual markets, but he did single out the John B. Gambling *Musical Clock* program on WOR New York for its "amazing" accomplishment in pulling 183,076 mail requests with its single announcement (as of June 29, with mail "still arriving," the station reported).

"We fully expected it would take many weeks on our program to fill the quota of coupons we wished to distribute," Mr. Staelin commented. "We carefully cautioned our salesmen not to expect quick results on this promotion. Needless to say, we are overwhelmed and delighted with the results."

Ralph Smith, executive vice president of Duane Jones Co., agency for Hudson, lauded WOR and the Gambling program for producing these inquiries at a cost of less than a half-cent apiece. "Even in the old days of lower advertising costs that would have been amazing," Mr. Smith said. "Today a cost-per-inquiry of less than a half-cent is sensational."

Mr. Gambling made the Hudson announcement on his Thursday morning (7:15-8 a.m.) broadcast. The afternoon mail of that same day, WOR reported, brought 1,800 requests for the coupons. "Then came the deluge."

IN REVIEW...

Program: Amos 'n' Andy on 50 CBS-TV stations, Thursday, 8:30-9 p.m.
Sponsor: Blatz Brewing Co.
Agency: William H. Weintraub, New York.
Co-producers: Freeman Gosden and Charles Correll.
Associate Producer: James Fonda.
Director: Charles Barton.
Writers: Joseph Connelly, Robert Mosker, Robert Ross.
Cameraman: Lucien Andriot.
Cast: Alvin Childress, Spencer Williams, Pim Morse, Ernestine Wade, Amanda Randolph, Johnny Lee, Horace Stewart, Jester Hairston.

AMOS 'N' ANDY, the radio classic, has suffered in translation to TV. In its new language, slapstick has been substituted for subtlety and rough-house action for imaginative dialogue. It is not bad television comedy, by present TV standards, but neither is it the fanciful and wonderful fun of *Amos 'n' Andy* on the radio.

Too much attention is given to the maxim that the television camera hates inaction, not enough to the equally valid rule that action for action's sake alone is no guarantee of sustained interest. Messrs. Gosden and Correll would do well to remember that the Mack Sennett school did not survive after sound was introduced to movies.

The second episode of the new series (July 5) included a chase that ended with the Kingfish and Andy hiding in two ash cans, two bits in which outraged women beat helpless men over the head with umbrellas, another sequence in which the Kingfish prepared several bed-time snacks, was repeatedly distracted to other chores, such as putting out the cat, and each time returned to find the snacks missing (they had been taken by a boarder in his house). All of these incidents were stock situations in the earliest film comedies.

Transplanting Show

So far, *Amos 'n' Andy* on TV owes its ancestory more to archaic motion picture techniques than to radio. It may not be possible to transplant the program intact from radio, where each member of the audience creates his own picture of the characters and incidents, to television, where the screen supplants the listener's imagination. But the transplantation could be more faithful than it is.

To this reviewer, the actors selected to play the various roles correspond remarkably to his own impression of how the radio people in *Amos 'n' Andy* would look. The clash between the flesh and fancy characters is caused by the material they are given.

The Kingfish, who on the radio has been one of the most lovable rogues of all time, becomes on television less roguish than stupid. His wife, Sapphire, remains the shrew but, at least in the July 5 program, is elevated to a prominence in the plot that the character does not deserve.

The characters of Amos and Andy, for this episode, were relegated to minor roles.

All the performers did better by the script than the script did by them. With improvements in the writing, there is no reason why the activities around the lodge hall of the Mystic Knights of the Sea cannot become as marvelously comical in television as they have been on radio since shortly after the invention of audion tube.

One note of social consciousness: The National Assn. for the Advancement of Colored People has threatened to boycott all Schenley products (a terrible demand on the membership) if sponsorship of this program continues.

The NAACP has protested that the TV *Amos 'n' Andy* provides a "sterotyped attitude" toward the Negro community. This reviewer regards the protest as hypersensitive. Neither in the radio nor television version do the characters represent anything but a world of their own. Their behavior is a comic satire on the behavior of all kinds of people, no matter what their pigmentation.

TOP PAPERS

KFI and KHJ Win Five Out of Seven Surveys

TWO Los Angeles stations, KFI and KHJ, produced better results than newspapers in five out of seven store surveys conducted by Advertising Research Bureau Inc.

Kevin Sweeney, general sales manager of KFI, told BROADCASTING • TELECASTING Thursday that radio superiority in five of seven tests in the Los Angeles market, where television has made unusually deep penetration, is of special significance "and should be a source of encouragement to broadcasters everywhere."

Six leading Los Angeles department stores and special shops were used in the surveys. Space was bought in all Los Angeles newspapers at various times during the tests.

Technique Used

Under the ARBI technique equal sums are spent for radio and newspaper advertising covering the same merchandise. Trained research specialists at the stores interview customers in considerable detail to find out why they came in to look at the merchandise. ARBI compiles reports showing why customers came in, whether they purchased, and how much they spent.

In Los Angeles radio won the following tests:

Barker Bros.—Patio chair advertised. Store described as probably the largest furniture store in America.

Bullock's—Cotton dress and topper coat advertised for downtown store, which sells over $50 million in merchandise annually.

Harris & Frank—Men's $42 Orlon suit advertised by this chain clothier.

Owl Rexall Drug Co. — Sun glasses advertised.

Sears Roebuck—Coldspot refrigerators advertised. Sears has 12 large metropolitan stores in Los Angeles area.

Radio lost these tests:

Sears Roebuck—China cups and saucers.

Eastern Columbia — Children's outdoor gymnasium.

AMOS 'N' ANDY

NAACP Denounces Show

TELECASTS of the new *Amos 'n' Andy* program, sponsored by Blatz Brewing Co. on CBS-TV through William Weintraub, New York, went ahead last week despite threat of boycott by the National Assn. for the Advancement of Colored People.

The NAACP at its Atlanta convention last Tuesday had passed a resolution denouncing the program as depicting Negroes in a "stereotyped and derogatory manner," and condemned the practices of manufacturers, distributors, retailers or others who sponsored or promoted the program. All conferences and branches of the organization were urged to register protests with local stations and sponsors of the program and if necessary, to boycott the products of the sponsor.

In a letter to Lewis Rosensteil, president, Schenley Industries (brewer of Blatz beer), Lindsey H. White, president of the New York branch of the NAACP, and James E. Allen, president of the New York state conference of NAACP, expressed their appreciation for the efforts of the agency and sponsor in behalf of Negro employment, but said:

As Negroes, we cannot subscribe to the methods of advertising used by your organization which perpetuates a stereotyped attitude regarding Negro life. . . .

. . . We call upon you to cancel all further reproductions of this exhibition. There is already some opinion in many communities throughout the country calling for a nationwide boycott of Schenley products until this objectionable show is removed from the screen. . . .

The NAACP resolution, it was reported, was adopted before more than a relatively small group of the membership had seen the program which started June 28.

ABC-UPT MERGER APPROVAL BID

APPLICATIONS for FCC approval of the record $25-million merger of ABC and United Paramount Theatres, accompanied by the contingent application covering the $6 million sale of UPT's WBKB (TV) Chicago to CBS, are slated for filing with the Commission this week.

While attorneys for the respective companies pushed toward completion of the papers on the complex transfers, a 68-page proxy statement was circulated to 705 UPT stockholders explaining in detail the merger plan and prospects [BROADCASTING • TELECASTING, May 28].

Since the stockholders of both ABC and UPT must yet approve the action—both groups meet July 27—the FCC applications will be filed contingent upon clearance by the necessary two-thirds majority of the respective stockholders. Sale of WBKB to CBS also is contingent upon FCC approving the ABC-UPT merger into a single company, to be known as American Broadcasting-Paramount Theatres Inc.

The proxy statement made clear that ABC's television position—five owned stations, the TV network and "the bright prospects of future development of television in this nation"—formed the main attraction for UPT merger.

TV Hits the Black

After losing money for three years, it was pointed out, ABC's television operations for the first three months of this year netted $7,012 before federal income taxes, and ABC's television position provides "an excellent foundation for growth. The network's TV losses in the past were listed as $1,737,562 in 1948; $4,544,545 in 1949, and $1,972,568 in 1950.

But the ABC-UPT management said it places faith also in the future of radio:

"The management of the resulting company (AB-PTI) intends to develop both radio and television broadcasting to the fullest extent possible. It believes that radio broadcasting, despite its present decline, will survive the growth and competition of television. Radio can reach certain audiences and satisfy certain needs for relaxation and information far more effectively and economically than television, at least as the latter is now organized and conducted.

"It will be necessary to adapt radio operations to new conditions resulting from the growth of a new competitive medium, but the management believes that sound and aggressive operation will enable radio to continue to be a vital and useful public service and a profitable business enterprise."

The statement showed that during the first three months of 1951 ABC's overall net income totaled $221,858—as compared with $84,605 for all of 1950 and a $519,000 loss for 1949.

ABC's total net sales for the first quarter (after discounts and rebates) were placed at $14,560,345—consisting of $8,585,924 in network time sales; $2,763,281 in national spot and local time sales of owned stations; $2,180,911 in sales of package and cooperative programs, and $1,030,229 in miscellaneous sales.

These figures compare with total net sales of $45,879,660 last year, composed of $27,229,528 in network time, $9,286,008 in national spot and local, $6,972,016 from packages and co-op programs, and $2,392,108 miscellaneous.

United Paramount's net profit for 1950 was placed at $12,142,000 and for the first quarter of 1951 at $2,726,000. These figures include profits from UPT's WBKB and "small" losses by its WBIK (FM) Chicago—which together resulted in $361,601 in profits after taxes in 1950 and $186,871 profits for the first quarter of 1951—but do not include earnings other than dividends of controlled partly-owned companies and companies in which UPT has less than 50% interest.

Created as of Jan. 1, 1950, under an anti-trust consent decree providing for separation of Paramount Pictures' exhibition and production-distribution activities, UPT last May 15 had 694 wholly owned theatres and partial interests in 298 others. Under the consent decree its theatre holding must be reduced to about 650 wholly owned houses by March 1952.

Officials decided to sell WBKB rather than ABC's WENR-TV Chicago, it was explained, "because the studio facilities of WBKB are not adequate for the origination of certain important programs which now originate in the studios of WENR-TV and are carried on the network."

WBIK will be discontinued upon completion of the merger, the report showed. (ABC already owns an FM station in Chicago.)

To Vacate Space

The report also confirmed speculation that ABC will vacate New York, Chicago, Los Angeles and San Francisco quarters which it heretofore has leased from NBC. The leases expire next March, and the report said some of the operations and staff in New York will be moved to ABC's Television Center on W. 66th St. and that in Los Angeles the radio studios and offices will be moved to new quarters now under construction. New locations reportedly are yet to be chosen in Chicago and San Francisco.

On the subject of theatre television, the statement said:

The future of large-screen theatre television appears promising from the viewpoint of its contribution to a comprehensive system of national television and to operating income. We regard it as a supplement to broadcast television and to regular motion picture entertainment. It will not duplicate or replace either. . . ."

The ABC-UPT merger is to be accomplished through an exchange of stock. For each ABC share now held, stockholders will receive $14.70 in new stock—$7.50 in common and $7.20 in prefered.

Leonard H. Goldenson, president of UPT, would head the new company, and Robert E. Kintner, ABC president, would head the radio and television division. Edward J. Noble, board chairman and principal stockholder (57%) of ABC, would be chairman of the finance committee of the new firm. Robert H. O'Brien, secretary, treasurer and a director of UPT, would become executive vice president of the radio-TV division, and Robert M. Weitman, a vice president of UPT, would become vice president in charge of program and talent development.

The new company's board of directors would have 18 members—the present 13 UPT directors and

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TO SALUTE Detroit's 250th birthday festival, the Metropolitan Life Insurance Co. took its CBS Newscaster Allan Jackson to the Motor City. Mr. Jackson originated his news program from WJR Detroit and later addressed a meeting of Metropolitan executives and guests. Among those attending (l to r): Felix Bruner, General Motors public relations executive; Edwin A. Tomlinson, regional manager of Metropolitan group division; Mr. Jackson; Harry W. Anderson, GM vice president in charge of personnel; Edwin C. McDonald, Metropolitan vice president; Jerry Crowley, Metropolitan advertising promotion manager.

OPTION TIME

Mosby Plan to Revamp Gets Network Chill

RADIO NETWORKS last week showed little interest, less enthusiasm, for a proposal that they revamp their option time agreements with their affiliates so as to provide additional time during the more saleable hours which stations can sell locally without fear of sudden cancellation to make way for network clients.

In identical letters to the presidents of the four nationwide radio networks, A. J. Mosby, president, KGVO Missoula, Mont., a CBS affiliate, pointed out that "with all the network interest in TV and their interest in economy in the AM operation, it seems like a good and opportune time for me to call attention to the old Mosby plan of option time for all affiliates."

The letters, dated June 29, noted that whereas the original Mosby plan called for granting the last quarter of each hour to affiliates, "the present situation in AM might warrant granting the affiliate every other half-hour of the day and evening for local programming, thus relieving you of many sustaining program costs and a possible large reduction of line cost."

"Uniformity and regularity of affiliate option time periods is my interest," Mr. Mosby concluded his letters, "as through this procedure I believe we can increase the percentage of sets tuned in, to the benefit of the entire industry."

Network comments, when queried on the plan by BROADCASTING • TELECASTING, indicated that Mr. Mosby's proposal does not fit into the established structure of option time practices and that unless it should receive strong industry support it has no chance of adoption.

E. M. Johnson, MBS vice president in charge of station relations and engineering, said that Mutual was opposed to the Mosby idea as it would disrupt the block-booking program pattern. John J. Karol, CBS AM sales manager, saw no need for a change in his network's present "give and take" option time practice. Any conflict between local and network demands for a particular station time period, he said, can usually be worked out by station and network executives without undue difficulty.

Other networks had no comment.

Soloists June Browne and Adele Norman, stars of The Northerners, *are flanked by Emcee Norman Ross (l) and Conductor Glenn Welty (r). In the rear are the eight-voice male chorus. Program has been sponsored for 20 years by the Northern Trust Co. of Chicago.*

Northern Trust Co.'s 'Northerners'

A 20-Year Investment in Radio

IT IS NO news when a bank makes a heavy investment, but it *is* extraordinary when the fifth largest bank in the U. S. under one roof plunks a lot of money into an intangible.

That is what the Northern Trust Co. of Chicago has done for 20 years, and company officers are still uncertain about what the exact rewards have been—although they know the rewards are there.

In January of 1931—when banks were struggling to keep their doors open and donning an extra coat of conservatism—Solomon D. Smith, president of the Northern Trust Co., decided to gamble. The gamble, because of time and method, was about as adventuresome as any professional indulgence could be for a banker. That gamble was purchase of radio time (the first for a Chicago bank) and origination of *The Northerners* musical broadcast. It now ranks as the city's oldest continuously sponsored program.

Mr. Smith, whose father pioneered in bank promotion in the 1880s (to the bewilderment of his associates), established a format of a chorus and soloists singing middle-of-the-road selections with a generalized appeal, while the commercials were paced to the movements of upper-middle-class families. The formula and the show stand the same today—20 years later.

Forty percent of the 61-year-old bank's advertising budget is appropriated for *The Northerners*, which has been broadcast on WGN Chicago since 1934.

Why has this big a slice of the promotion budget been allocated to an "intangible"? Bank officials are not quite sure, but they know—for example—that 75% of all persons opening new accounts are listeners, a fact mentioned during the initial interview with bank personnel.

They also know of the show's cumulative gathering of thousands of consistent listeners because of higher ratings, which is considered secondary, and first-hand reports from their field men, who solicit new business from industry and other banks throughout the greater Midwest area. Invariably, the opening conversational point is the success of *The Northerners*, and how listeners enjoy it. "It's become a natural entree for our men, in city and country alike," one bank spokesman said.

Show 'Sells' With Soft-Pedaled Message

Northern Trust "sells" via its radio show in soft-pedaled, easy-going but convincing messages. The company—fifth largest in the country under one roof, third largest in Chicago when it comes to deposits ($650 million) and 22d in general size in the nation—is classed as a "financial department store" by its executives, although its only real product is service. Located in the heart of Chicago's financial district, the bank houses in the basement such "merchandise" as vaults and commercial deposits, and on the first floor, the savings division and such collateral services as issuance of traveler's and cashier's checks and Series E savings bonds.

On the upper or banking floor, a customer finds commercial and personal accounts, and a regiment of men who sell the idea of opening checking accounts and borrowing money. The trust division, bond department and foreign department are "for sale" there also. All of these are stressed in the radio copy.

Musical Feature Uses Chorus and Sopranos

The weekly show is broadcast on Tuesday from 9:30 to 10 p.m. (CDT) with a male chorus and two sopranos, Adele Norman and June Browne. Backing them is the octet of men, who also handle solo work, one of whom—Bass Willard Andelin—has sung with the show since it took the air. Earle Wilkie, baritone, and Robert Kessler, tenor, have been with *The Northerners* 16 years; John MacDonald, bass, 11. Others are Edward Stack, baritone, and Paul Nettinga, Wayne Van Dyne and Richard Paige, tenors. Glenn Welty, musical director since 1949, is an arranger and composer as well as conductor. Under his direction, the show is wrapped around such a palatable selection of compositions as—in one instance—"Swanee," "D'ye Ken John Peel," "Serenade," "A Bushel and a Peck," "When Johnny Comes Marching Home," "Younger Than Springtime" and a medley of "I Love a Parade," "Sweet and Lovely" and "Love Is Sweeping the Country."

Norman Ross, Chicago radio veteran and TV personality, handles the announcing duties, under direction and production of Peter Cavallo Jr. of J. Walter Thompson Co. Mr. Ross also narrates special features, presented several times yearly, which mark some outstanding Chicago event. Among these have been observance of the Chicago Bar Assn.'s diamond jubilee, The International Livestock Exposition, salute to Northwestern U.'s centennial anniversary and the exhibition of Viennese paint-

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* * *

Citation commending the Northern Trust Co. for "the vision to conceive, the courage to present, the enterprise continuously to sponsor" went from WGN and General Manager Frank P. Schreiber (l) to Bank President Solomon B. Smith on the 1,000th broadcast of The Northerners *last year. WGN saluted its pioneer sponsor with a special half-hour program preceding the regularly scheduled show.*

POPULATION DENSITY

New Census Data

POPULATION density of 750 inhabitants per square mile in Rhode Island tops the 48 states, according to the 1950 U. S. Census. The state has 791,896 persons living on its 1,057 square miles of land area, about nine-tenths of an acre per inhabitant.

Nevada continues to be the most sparsely populated state with 1½ persons per square mile, or 160,083 persons living on 109,789 square miles.

Ranking second in density is New Jersey, with 643 persons for each of its 7,522 square miles, or 4,835,329 inhabitants. Third state is Massachusetts, with 596 per square mile or 4,690,514 persons on 7,867 square miles.

New York Most Populous

The most populous state, New York, has 14,830,192 persons on 47,944 square miles, or 309 per square mile. Texas, largest state in area, has 7,711,194 persons on 263,513 square miles, or 29 persons per square mile. Fastest growing state, California, has 68 inhabitants per square mile, or 10,586,223 persons on 156,740 square miles.

Population density for continental United States is 50.7 persons per square mile, or 150,697,361 persons distributed over a land area of 2,974,725 square miles.

The District of Columbia has 802,178 persons living on a land area of 61 square miles, or 13,150 inhabitants per square mile. This amounts to about one-twentieth of an acre of land per person.

Density table of states follows:

* * *

State	Land Area Sq. Miles	Population in 1950	Population Per Sq. Mi.
UNITED STATES	2,974,725	150,697,361	50.7
Alabama	51,078	3,061,743	59.9
Arizona	113,575	749,587	6.6
Arkansas	52,675	1,909,511	36.3
California	156,740	10,586,223	67.5
Colorado	103,922	1,325,089	12.8
Connecticut	4,899	2,007,280	409.7
Delaware	1,978	318,085	160.8
District of Columbia	61	802,178	13,150.0
Florida	54,262	2,771,305	51.1
Georgia	58,483	3,444,578	58.9
Idaho	82,769	588,637	7.1
Illinois	55,935	8,712,176	155.8
Indiana	36,205	3,934,224	108.7
Iowa	56,045	2,621,073	46.8
Kansas	82,108	1,905,299	23.2
Kentucky	39,864	2,944,806	73.9
Louisiana	45,162	2,683,516	59.4
Maine	31,040	913,774	29.4
Maryland	9,881	2,343,001	237.1
Massachusetts	7,867	4,690,514	596.2
Michigan	57,022	6,371,766	111.7
Minnesota	80,009	2,982,483	37.3
Mississippi	47,248	2,178,914	46.1
Missouri	69,226	3,954,653	57.1
Montana	145,878	591,024	4.1
Nebraska	76,663	1,325,510	17.3
Nevada	109,789	160,083	1.5
New Hampshire	9,017	533,242	59.1
New Jersey	7,522	4,835,329	642.8
New Mexico	121,511	681,187	5.6
New York	47,944	14,830,192	309.3
North Carolina	49,097	4,061,929	82.7
North Dakota	70,057	619,636	8.8
Ohio	41,000	7,946,627	193.8
Oklahoma	69,031	2,233,351	32.4
Oregon	96,315	1,521,341	15.8
Pennsylvania	45,045	10,498,012	233.1
Rhode Island	1,057	791,896	749.2
South Carolina	30,305	2,117,027	69.9
South Dakota	76,536	652,740	8.5
Tennessee	41,797	3,291,718	78.8
Texas	263,513	7,711,194	29.3
Utah	82,346	688,862	8.4
Vermont	9,278	377,747	40.7
Virginia	39,893	3,318,680	83.2
Washington	66,786	2,378,963	35.6
West Virginia	24,080	2,005,552	83.3
Wisconsin	54,705	3,434,575	62.8
Wyoming	97,506	290,529	3.0

GOODWILL CASE

FCC Exceptions Filed

OPPOSITION to the hearing examiner's initial report on the proceedings involving the Goodwill Stations again has been stated by FCC General Counsel Benedict P. Cottone, Commission Counsel Frederick W. Ford and Curtis B. Plummer, Broadcast Bureau chief.

Filing exceptions July 3 to Examiner James D. Cunningham's recommendations that would clear the way for the renewal of licenses to KMPC Los Angeles, WJR Detroit and WGAR Cleveland [BROADCASTING • TELECASTING, June 18], they reiterated the contention that the initial report was an "illegal document."

Mr. Cunningham, noting that the policies of the late G. A. (Dick) Richards, principal stockholder, had been the principal point in the renewal proceedings, had concluded that Mr. Richards' death made the issues moot.

The four-point document last week declared:

1. As contended in an earlier petition to set aside the initial decision, Examiner Cunningham should be directed to prepare an initial decision within his authority under the Administrative Procedure Act, the Commission Rules and the FCC's original order designating the stations for hearing.
2. The examiner had failed to make findings of fact and conclusions of law designated for determination.
3. Mr. Cunningham failed to make findings of fact and conclusions of law predicated on the record of the proceedings.
4. It was asked that the Commission, in alternative, strike out portions of Mr. Cunningham's initial report and accept the proposed findings of fact and conclusions of law of the general counsel, filed May 14. Oral argument was asked.

D.C. MEDIA WINDFALL

Transit Strike Brings Extra Advertising

A TRANSIT strike in the Nation's Capital early last week resulted in a windfall of several thousand dollars to Washington's radio and television stations.

Some 900,000 Washingtonians, normally dependent on bus and streetcar transportation, were forced to use automobiles or shoe leather. Those who rode in private conveyances received up to the minute developments through the Capital's estimated 151,000 auto radios.

During the strike, which lasted from July 1 (Sunday) to early last Wednesday, many retailers encouraged customers to shop by telephone.

WMAL-AM-FM-TV sold 2¼ extra hours of TV time to department stores which wanted to display their wares via video.

WWDC-AM-FM conducted a heavy "shop by telephone" commercial schedule and sold blocks of time to various retailers. A classified ad show, similar to newspaper classified columns, was sold out as soon as time was offered. WWDC-FM, which has the Transit Radio franchise with Capital Transit Co., continued programming for its "loyal, in-the-home audience."

WTOP-AM-FM-TV sold some 22 extra AM spots and station breaks and one TV station break.

WOL sold Class A time to the transit workers' union to tell its side of the dispute. The station offered equal time to the company but it was declined.

WRC-AM-FM and its affiliate WNBW (TV) sold two TV spots and 22 radio spots.

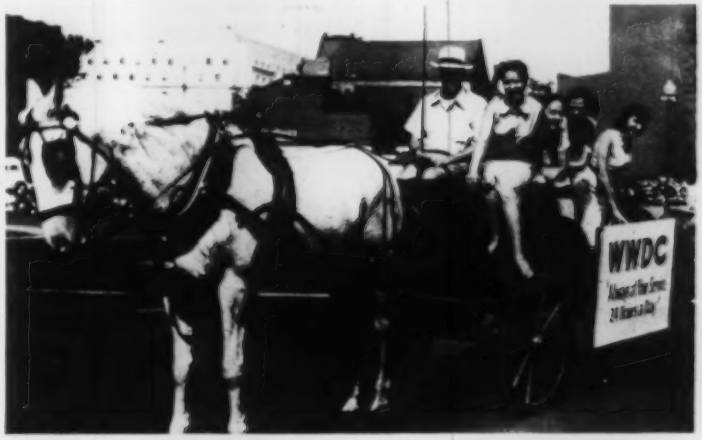
Dept. Store Ads

Most of the extra advertising was done by three big department stores—Hecht Co., Woodward & Lothrop and Lansburgh & Bro.

Stations also rendered invaluable public service by carrying special programs, bulletins and frequent spot news announcements on the strike. All Washington area stations, both radio and television, were credited with helping to alleviate traffic and transportation problems resulting from the strike.

Several stations aired the names of motorists who had extra auto space and of other persons who needed rides.

* * *



TRANSIT strike in Washington put WWDC in the horse-drawn taxi business. Contestants in WWDC's Miss Washington contest were driven to rehearsal. Station employes and hitch-hikers were given free lifts.

STRIKE ROLE

Draws Praise From Traffic Dir.

WASHINGTON radio and television has drawn the praise of Capital Traffic Director George Keneipp for the role it played in easing conditions during the three-day transit strike there last week. In a letter to all the stations, he particularly cited the orderly accomplishment of a pre-arranged public service plan of the broadcasters.

June 29, when the strike appeared inevitable, radio-TV planning was begun, with stations' program directors setting final plans the next day. Special transcriptions and announcements were prepared to appraise the citizenry of the strike, its progress, traffic conditions, parking regulations and other emergency notes.

The success of this particular effort, reported the Traffic Division, is reflected in many complimentary letters received from citizens advising how the radio-TV effort had aided them.

Korean Truce Impact

(Continued from page 27)

try will depend on what Congress and executive agencies do, according to James D. Secrest, general manager of Radio-Television Mfrs. Assn.

If regulation W credit restrictions are eased the industry can sell more radio and television sets, he said. Otherwise the present inventory problem may remain serious for some time.

Should the scheduled rearmament pace be maintained, the Korean situation will make little difference to manufacturers, he said, but if there are cutbacks the manufacturers will face possible layoffs until radio-TV set business improves. Main effect of a cease fire order would be psychological, he added.

Chances of eased credit restrictions might improve if deflationary pressures develop, Mr. Secrest believes.

Move is developing on Capitol Hill to avoid tax increases by cuts in government expenditures. Sen. Walter F. George (D-Ga.), chairman of the Finance Committee, prefers a general excise tax to specific taxes on such items as television receivers. The House already has voted against an increase in the TV excise tax.

Defense Orders Low

Defense electronic orders are far below expectations, according to Mr. Secrest. Plants are slowing down due to heavy TV inventories. They had expected defense orders to take up this slack. Factory electronic empolyment if off about 50,000 and some plants have shut down for a month or more. The result, of course, is loss of trained employes to other industries.

The materials situation is not too bad at this time, Mr. Secrest said, because of production efficiency, redesign of receivers and falling off in production. A few tights spots exist in such materials as selenium, tungsten, nickel and cobalt but the shortages are not critical in most cases.

The truce developments gave broadcast and TV stations a chance to keep the nation posted on hour-by-hour developments in this important turn in world history. Coverage started with extensive broadcasting of a UN radio talk by Jacob Malik, USSR delegate (see story page 77). Gen. M. B. Ridgway presented the UN cease fire proposal and the excitement was under way. Both radio and TV calmly and faithfully described events as they happened.

Developments evolved rapidly in Congress and around government agencies. The call for continuation of the mobilization program was heard all over the nation, countered by requests for softening of production and price controls as well as proposed tax measures.

The radio manufacturing industry, in the throes of a slow-selling period plus summer shut-downs, hoped it could avoid higher excise taxes on TV sets.

PROGRAM conference launches sponsorship of two morning Mutual shows by American Tobacco Co. for Lucky Strike cigarettes. L to r: Bill Lyons, BBDO producer of the shows; Happy Felton, m.c. of *Talk Back*, aired five days weekly, 10:55-11 a.m.; William Fineshriber Jr., MBS vice president in charge of programs, and Les Higbie, who comments on the news five mornings a week, 8:55-9 a.m., for Luckies.

Two governmental agencies, the Army and the Munitions Board, drew sharp criticism Thursday for failure to stockpile tungsten, a metal used widely in war materials and radio tubes. Sen. Lyndon Johnson (D-Tex.), heading a "watchdag" group, said the free world "stands on the verge of tungsten starvation" because of "bureaucratic blindness" in these two agencies.

TV production is now at the rate of 75,000 a week compared to a peak of 200,000 late last year. This is normally a slow season, however. Demand for TV sets has picked up slightly but it is not a sharp upturn, according to Mr. Secrest. He indicated further improvement may develop in August. Fewer new models than usual are appearing this summer.

Wilson Warning

On three separate occasions last week Defense Mobilizer Wilson warned that any cease-fire order should not interfere with the rearmament program. Mr. Wilson testified Tuesday before the Senate Finance Committee, considering tax-increase legislation. He reiterated his views in a news conference Wednesday and in a quarterly report to the President.

Keynoting his position was this observation: "Whether the men of the United Nations are engaged in combat or are standing on a truce line makes no fundamental change in the need for building strength for the defense of freedom throughout the world."

On the legislative side Mr. Wilson said Congress must raise taxes to meet the mobilization. Alternatives are curtailment of the program, which he called "unthinkable," or inflationary borrowing.

He said $42 billion in military orders has been placed since Korean fighting started and contracts are now being awarded at a rate of $3.5 to $4 billion a month. Deliveries and construction activity have reached $1.5 billion a month, he said, and will rise to $4 billion a month within a year. He expressed himself as dissatisfied with progress in production and cited steps being taken to increase output.

W. Averell Harriman, adviser to President Truman, told the Senate committee the main purpose of the greatly enlarged rearmament program is not to fight the Korean war but to develop strength to prevent a world war or to be prepared should it be forced upon us.

President Truman said at his news conference Thursday that the controls law should be passed by Congress with authority to roll back prices.

In submitting the Wilson message to Congress, President Truman said: "The heaviest burdens, the hardest part of the job lie ahead. The full impact of our program will begin to be felt next year."

Eric Johnston, Economic Stabilization Director, said the economic controls law now pending in Congress likely would mean a $1-a-day increase in living costs for every American family. He said President Truman had agreed that all Administration elements should join a campaign of speeches, statements and appeals to tell the public about the hazards of inflation.

"We don't want an economic Pearl Harbor or Dunkirk he said, and we don't want a Munich of appeasement."

If Congress passes a final Defense Production Act written along lines of the proposed 31-day extension, he said, it could mean price increases of 5% to 7% in the next year, or a $12 to $14 billion increase in the cost of living to consumers.

Mr. Johnston called for a $10 billion tax increase to help finance the scheduled billion-a-week mobilization program.

In typical fashion American consumers entered the second half of 1951 by ignoring warnings of shortages. These shortages had inspired the buying rush of the autumn and winter.

Secretary Snyder said the defense program has been devoted largely to tooling up for military production. He said the second phase will bring heavy delivery of goods to military services, with much higher government spending. At mid-year the spending had reached an annual rate of about $30 billion and this was slated to be almost doubled in not too many weeks.

Future of Advertising

In his observations to Mr. Jorgensen, Secretary Snyder gave this view on the future of advertising in the defense economy: "You will know that to prosper business must maintain advertising. I know you have to keep your clients' names before the public if they are to keep their markets. There is no question about that. I do not think it is possible for a going concern to forget the fact that it has to keep up its public contact and relations."

According to Mr. Jorgensen, the Secretary warned that experience gained by the Bureau of Internal Revenue would enable it to segregate reasonable and unreasonable advertising deductions.

"I gained the impression," Mr. Jorgensen said, "that Secretary Snyder was fully aware of the necessity for allowing taxpayers to maintain, through advertising, their trade names and the knowledge of the quality of their products and goodwill built up over past years."

Total employment was around 62 million persons in June, 500,000 over the same period last year. Unemployment dropped from 3,400,000 a year ago to less than 2,000,000.

Personal income is about $245 million a year, 13% above one year ago. Cost of living is around 9% above a year ago, with food costs especially high.

NEW GE BUILDING

Planned at Springfield, N. J.

GENERAL ELECTRIC Co. last week announced that it would build a 20,000 square-foot manufacturing building for its Precision Labs at Springfield, N. J. Precision is a manufacturing unit of GE's Components Division. The plant will be completed in about four months.

Precision Labs makes small metal parts for radio, television and other electronic tubes produced by GE and other tube makers. The added plant space is designed to help GE meet the increased demand for parts needed for electronic tubes used in civilian and military applications, according to E. L. Hulse, manager of the Components Division.

SECURITIES SALES STIMULUS

Wellington Experiments With Radio

RADIO offers a means of stimulating securities sales in the $2 billion mutual fund industry, despite sharp restrictions in use of advertising because of federal restrictions.

Wellington Fund, Philadelphia, described as a leader in this field, like other mutual funds of the type, has seldom used radio advertising because of restrictions imposed by the Federal Securities Act. This act prescribes limits on language used in advertising registered securities to the public.

A new idea for mutual fund advertising was conceived by E. Howard York, vice president of Doremus & Co., Philadelphia, and Chet Messervey, of KYW Philadelphia.

Mr. Wilkins

Did it work? A. J. Wilkins, executive vice president of Wellington Fund, indicated the six-week schedule used on KYW brought in an average of 30 queries a week. The number of sales made as a direct result of the broadcasts was "substantial," he said.

"The experiment was successful," Mr. Wilkins explained, "not only in securing leads but what is more important had considerable educational value as far as the general public was concerned.

"We feel that the inauguration of our investment plan for the purchase of Wellington shares has created thousands of potential purchasers whom we have not been reaching with our advertising and sales promotion. We wanted an advertising vehicle that would reach these people. We think we may have found it with this program."

When the idea was in its creative phase, Mr. Wilkins had doubted if it was possible to write an entertaining minute-and-a-half commercial that complied with terms of the securities law. Messrs. York and Messervey turned up with the idea of adapting commercials to the earthy style of Jack Pyle, disc jockey.

The Securities & Exchange Commission scanned four proposed scripts, suggesting minor revisions and advised they be used in transcribed form to prevent ad libbing.

The Wellington radio campaign was started simultaneously with inauguration of the Wellington Investment Plan for systematic purchase of shares on a monthly or quarterly schedule. Programs were started the first week in May to run for six weeks on KYW, 7:45-8 a.m., thrice weekly. Cost was $35 per program.

Disc Jockey Pyle handled the work "prospectus" in a light, informative fashion, remaining within the legal requirements. With his aide, Paul Taylor, he injected humor into commercials preceding and following the transcribed commercials. He reminded that a prospectus could be obtained by writing the station. Last commercial was heard June 14.

JOSEPH JACOBS

Agency Executive Dies

FUNERAL services for Joseph Jacobs, 57, manager, Los Angeles office, Bozell & Jacobs Inc., advertising agency, who died of a heart ailment July 4 in Rochester, Minn., were held July 6 from Burkets Chapel, Omaha. Burial followed in Omaha. Mr. Jacobs was manager of the Los Angeles office for the past seven years. Before that he was with General Outdoor Adv., Omaha. Besides his widow, Tillie, he leaves one son, Alan, vice president and manager, Chicago office, Bozell & Jacobs.

COY TESTIFIES

On Government Ethics

CHAIRMAN WAYNE COY said Thursday he did not think the problem of "pressures" on the FCC from outside sources were great nor serious. His opinion was given in testimony before the Senate Subcommittee on Ethics, chairmanned by Sen. Paul H. Douglas (D-Ill.).

Chairman Coy said that as a rule it was not particularly difficult for staff or Commission members to resist any pressures should they be exerted.

On the subject of so-called job-jumping, that is, the leaving of a position within an agency to accept employment or association with a private firm, Chairman Coy said the practice was not prevalent in the FCC. He saw no objection to what job shifting has occurred in recent years.

According to Chairman Coy, job-jumping was not objectionable, provided the shift from government to industry does not involve the handling of the same subject matter the employe was concerned with while in the government.

Chairman Coy cautioned against too many regulations on government employes as he thought they tend to restrict the freedom of the public servant.

The subcommittee is currently engaged in hearing testimony on the general subject of ethics in government with an eye toward legislating for a Commission on Ethics, which would be set up within the government. Sen. J. W. Fulbright (D-Ark.) is sponsor of a measure (S Con Res 21) that would do this.

INTERNATIONAL Farm Exchange Program will be studied on a five-week flying tour of Europe and the Middle East by Everett Mitchell (1), emcee of NBC's *National Farm and Home Hour*, and Gerald Seaman, radio executive of Bert S. Gittins Adv. agency, Milwaukee. Mr. Seaman represents Allis-Chalmers Mfg. Co., which sponsors the program. They leave July 20.

WAGE FREEZE

Stations Effect Studied

THE GOVERNMENT control agencies are far apart in setting a policy on how the wage freeze affects the employes of radio and television stations. And that goes for talent, too.

As the law now stands, radio-TV stations as well as a number of other industries and services are specifically exempted from price controls under Sec. 402 (e) of the Defense Production Act. But they are subject to wage control.

There have been studies looking to a decision by the Wage Stabilization Board on whether the ceiling ought to be cracked open on wages for these exempt industries.

A WSB panel tackled the problem in hearings held in Washington early in June and the board at BROADCASTING • TELECASTING'S deadline last week was waiting for recommendations. The panel met in Cincinnati last Thursday, with a board decision expected early this month.

But the government diluting of a fixed policy set in a fortnight ago with the surprise statement by the Salary Stabilization Board, an off-shoot of WSB, to the effect that it plans to "control" salaries of stage, screen, radio and television entertainers unless any new government regulations exempt these employes from control.

This brought up the question of whether the WSB would buck the control issue to the SSB. Government spokesmen came up with a shrug of the shoulders and cocked a jaundiced eye at the SSB announcement given out by Director Joseph D. Cooper.

The result is that as the weekend approached, WSB officials were waiting for the advisory panel to do some hurry-up advising so that the board could get on with the problem and let the industries concerned know about it.

Lamb To Buy WOW

(Continued from page 27)

organization otherwise, it was anticipated, would remain intact. So far as is known, Mr. Lamb and his family would become the sole owners of the properties.

Under the original leasehold evolved in 1942, the late John J. Gillin, general manager of WOW since 1932 and an employe of the station prior to that time, was to have acquired substantial control. His holdings, about 25%, were left largely to his widow. Other stockholders include: Mr. Matthews and Guy C. Myers, West Coast and New York business man, with 25% each; Robert Samardick, former police commissioner of Omaha; J. J. Isaacson, and M. M. Meyers, of Omaha, the latter three holding 25% among them.

Takes Leasehold

The leasehold finally evolved in 1945, following the litigation, was for 25 years at an annual rental of $140,000 or $3,500,000. It is this lease which has 19 years to run, and which Mr. Lamb, as the new owner, would take over.

Since the death of Mr. Gillin in July 1950, Secretary Matthews has headed the operating company as president and has controlled policy. Frank P. Fogarty, of Omaha, is general manager of the operations, and Lyle DeMoss, veteran station executive, is assistant general manager.

James Lawrence Fly, former FCC chairman and the senior partner of Fly, Shuebruk & Blume, represents the Lamb properties. He had also represented WOW in the litigation following the Woodmen of the World leasehold along with the firm's regular counsel, Segal, Smith & Hennessey.

Mr. Lamb, 49, is a native of Toledo. He is a 1924 graduate of Dartmouth, later receiving his A.B. at Harvard and LL.B. from Western Reserve. He was admitted to the Ohio bar in 1927. After serving as assistant law director of the City of Toledo, Mr. Lamb went into private law practice in 1928. Since 1946, he has been the senior member of the law firm of Lamb, Goerlich & Mack which last week became Lamb & Mack (see page 47).

In 1945 he became owner and publisher of the *Dispatch*. With the advent of commercial television, Mr. Lamb founded both WTVN and WICU in 1949.

Mr. Lamb is a member of the American National Lawyers Guild, Ohio State, Toledo and Inter-American bar associations, as well as the American Newspaper Publishers Assn.

Matthews Nomination

SENATE Foreign Relations Committee last Thursday approved and sent to the Senate President Truman's nomination of Navy Secretary Francis P. Matthews as U. S. Ambassador to Ireland [BROADCASTING • TELECASTING, July 2]. Mr. Matthews is president of WOW-AM-TV Omaha.

good morning!

How is your sales-prospecting these days

Over here on the Mutual range, some
the smartest oldtimers in the business a
making new discoveries every day... mo
listeners ... at lowest costs ... all aroun
the clock ... all week long ...

This simply confirms what Mister PLUS h

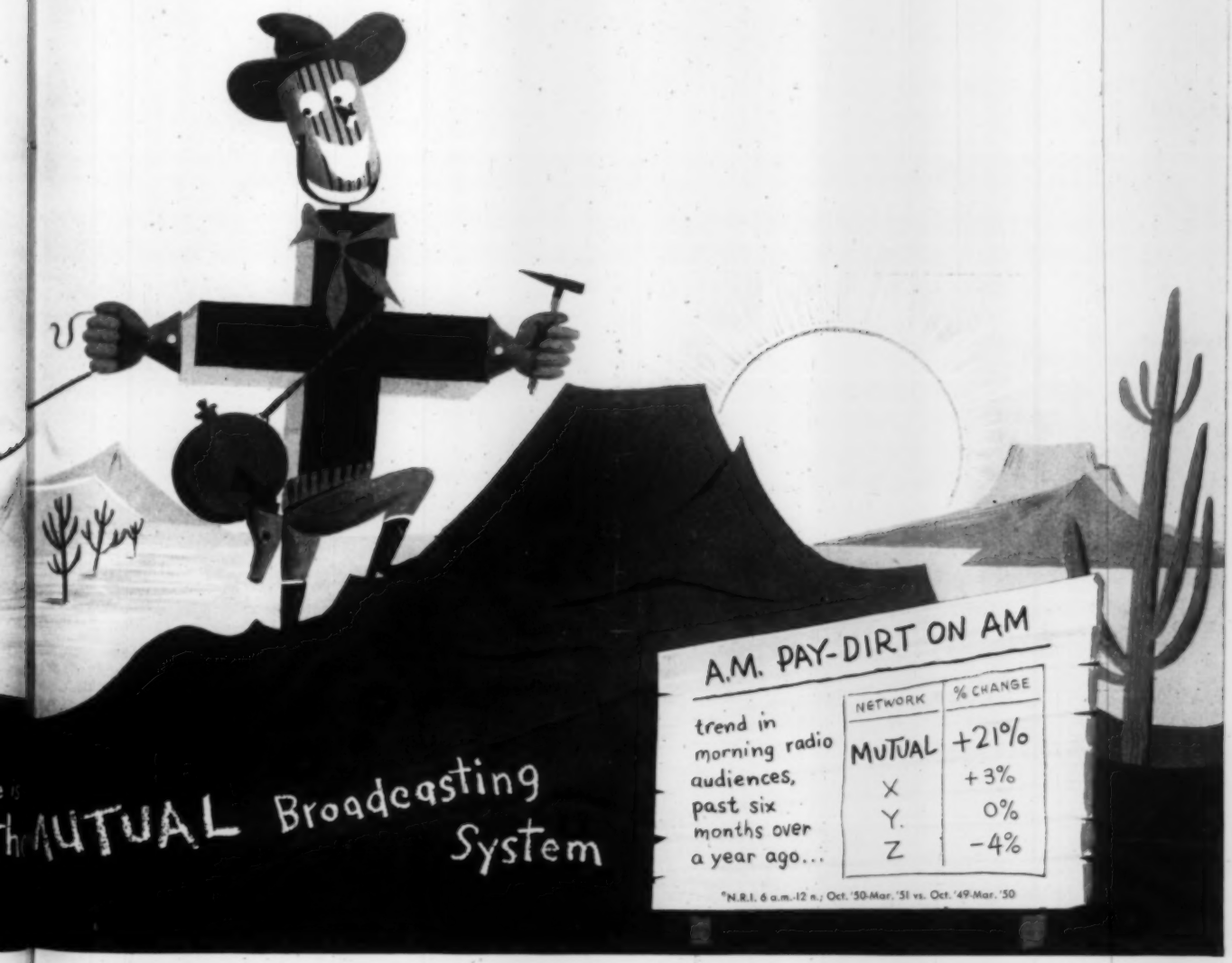
the
difference

been saying right along: network radio (on Mutual, the one network concentrating 100% on radio) is second to none as an efficient, low-cost tool for mass sales.

And now Mutual morning time, one of the richest customer-deposits of all, is cinching the proof of these values, as sure as sunrise.

Alka-Seltzer, Bab-O, Kraft, Lucky Strike, Old Gold, Quaker Oats . . . this is the company of advertisers whose programs are now reaching bigger audiences than ever—in the forenoon on the PLUS Network.

The signpost below can point an immediate route to better sales prospects for you!



IN ORLANDO, WLOF's

"SWEET MUSIC SHOW"

SUNDAY AFTERNOONS 12:30 TILL 4:00 PM HAS A HIGHER HOOPER RATING(*) THAN CBS, NBC & ABC STATIONS HERE.

FOR SPOT AVAILABILITIES CONTACT:

PAUL H. RAYMER COMPANY, INC.

WLOF

"FLORIDA'S SWEET MUSIC STATION"

5000 WATTS • 950 KC • MBS NETWORK

ORLANDO, FLORIDA

(*) 30.3 SHARE OF AUDIENCE

J. ALLEN BROWN
VICE-PRESIDENT & GENERAL MANAGER

SATISFACTION seemed to be the order of the day when these sponsor agency, network and talent representatives involved in the Columbia Pacific Frank Goss newscasts met in Hollywood. Present were, standing (l to r) Fre E. Johnson, Pacific Coast sales supervisor, American Safety Razor Corp. New York, which sponsors program Tuesday, Thursday, Saturday; Joseph Ungar, sales promotion manager, ASRC, New York; Frank Goss; M. Leowen ASRC Los Angeles representative; Ed Duckalew, sales manager, Columbia Pacific, and, seated, George Bliss, McCann-Erickson Inc., New York, agency representing the razor firm. Peter Paul Inc., New York, sponsors Monday Wednesday, Friday segments of the newscasts.

SET TAXES

Hill Studies New Excises

THE TAX SCUFFLE may be only beginning for the radio and television industry, it was indicated last week.

There are increasing signs that the Senate Finance Committee may start almost from scratch in considering a new tax bill. It currently is conducting hearings on revenue.

RTMA Seeks Hearing

Radio-Television Mfrs. Assn. has asked for a hearing, but as yet no date has been set. Robert T. Sprague, RTMA's chairman of the board, may testify. Emphasis probably will be laid on Treasury Secretary John Snyder's request that the Senate committee increase excise taxes on radio-TV sets from 10 to 25% on the manufacturing level, an action that was dropped by the House Ways & Means Committee [BROADCASTING • TELECASTING, July 2, May 28].

The All-Industry TV Broadcasters Tax Committee, chairmanned by George B. Storer, has applied for hearing before the Senate group. The broadcasters would like to present individual hardship cases within the industry where the excess profits tax is taking a toll.

It is understood that the Senate committee, of which Sen. Walter F. George (D-Ga.) is chairman, is becoming increasingly aware of demands for a rise in the excise levy.

Such a request has been made by Roswell Magill, chairman of the Committee on Federal Tax Policy. Mr. Magill is a former Under secretary of the Treasury. He is advocating an across-the-board boost in the form of a general manufacturer's excise tax. Mr. Magill has been invited to testify before Sen. George's committee today (Monday).

WLAW Gets 'Craned'

PEOPLE are sometimes amazed at the skill with which engineers manipulate steam shovels, cranes and pile drivers—"right to a dime." It didn't work out that way, however, on a new Boston highway. An operator swung his towering crane around trickily. The result? Two telephone poles downed, power wires separated and 50 kw WLAW Lawrence off the air for five hours.

NATIONAL NIELSEN RATINGS TOP RADIO PROGRAMS

(Total U. S. Area, Including Small-Town, Farm and Urban Homes and including Telephone and Non-Telephone Homes)

EXTRA-WEEK
May 27-June 2, 1951
EVENING, ONCE-A-WEEK
NIELSEN-RATING *

Current Rank	Program	Current Rating Homes %
1	Lux Radio Theatre (CBS)	13.[illegible]
2	Jack Benny Show (CBS)	11.[illegible]
3	Charlie McCarthy Show (CBS)	11.[illegible]
4	Amos 'n' Andy (CBS)	11.[illegible]
5	Pabst Blue Ribbon Bouts (CBS)	10.[illegible]
6	My Friend Irma (CBS)	10.[illegible]
7	Walter Winchell (ABC)	9.[illegible]
8	Red Skelton (CBS)	9.[illegible]
9	You Bet Your Life (NBC)	9.[illegible]
10	Fibber McGee & Molly (NBC)	9.[illegible]

NOTE: Number of homes is obtained by applying the "Nielsen-Rating" (%) to 41,962,000—the 1951 estimate of Total United States Radio Homes.

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

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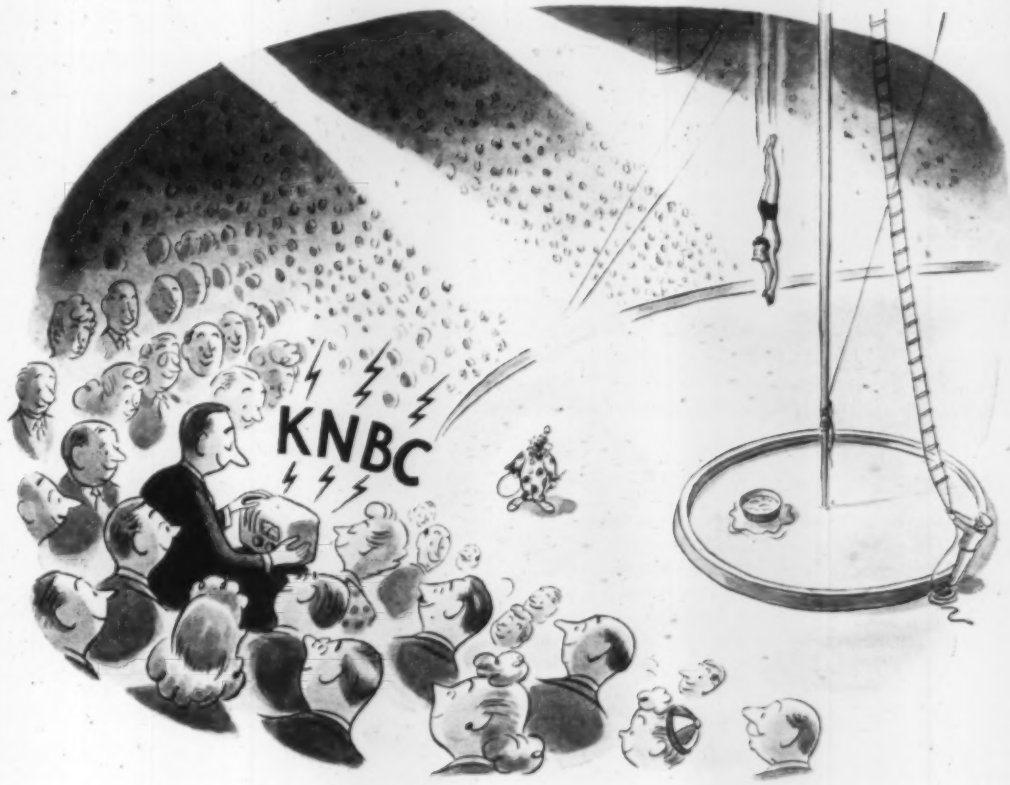


In Northern California

MORE PEOPLE LISTEN — more often — to KNBC

than to any other radio station

KNBC's 50,000 watt *Non-Directional* transmitter reaches *all the markets* of Northern California...

KNBC has the *biggest and most loyal* audience in the San Francisco-Oakland Metropolitan Market — the *seventh largest, fastest-growing* major market in America.

And as a plus, KNBC penetrates all the rich, fast-growing markets *throughout* Northern California. PLUS MARKETS like Stockton-Modesto, Ukiah-Mendocino, Napa-Santa Rosa, Santa Cruz-Monterey, Sacramento, San Jose-Santa Clara, and Eureka-Humboldt County.

ONLY KNBC can reach *all* these markets — in *one, big economical package*. KNBC sales reps will show you how...

KNBC delivers MORE PEOPLE (in one package!) — at LESS COST per thousand — than any other advertising medium in Northern California.

PLUS-Market Case History
Eureka-Humboldt County

- Population — 68,548, an increase of 49.6% from 1940-1950
- Effective Buying Income* — $96,950,000, an increase of 155.6%
- Retail Sales* — $76,790,000, up 215.5%
- KNBC Audience — Week after week, over half of the radio families listen regularly to KNBC

**Sales Management's 1951 Survey of Buying Power*

KNBC

Northern California's NO. 1 Advertising Medium

50,000 Watts — 680 K.C. San Francisco Represented by NBC Spot Sales

TAKE A GOOD LOOK AT

CHATTANOOGA

FIRST IN AUDIENCE IN THE MORNING

FIRST IN COST PER LISTENER

FIRST IN LOCAL ACCEPTANCE

Outstanding Local Personalities Build an Outstanding Audience

WDEF

CHATTANOOGA

1370 KC 5000 WATTS

Carter M. Parham, President

Represented by BRANHAM

CBC FINANCES

Deficit Seen for Fiscal '51

A DEFICIT OF $1,149,000 for the Canadian Broadcasting Corp., for the fiscal year ending March 31, 1951, was announced in the House of Commons at Ottawa last week. Income from receiver and transmitter license fees totalled $5.5 million; from commercial programs $2.4 million and from miscellaneous sources $266,000, for a total of about $8.3 million. Expenditures of $9.2 million included $4 million for programs, $1.9 million for engineering, $1.1 million for networks, $540,000 for administration, $271,000 for press and information. News services cost $147,227, including $108,227 for Canadian Press, $35,000 to United Press and $4,000 to a French news agency.

In the present fiscal year, which started April 1, BCC estimates revenue from license fees at $5.7 million; from sponsored programs $2.5 million, and from miscellaneous sources $620,000, for a total of $8,820,000. Expenses are estimated at about $11 million. A government grant of $3 million has been promised.

ABC-UPT Merger

(Continued from page 31)

five from the present ABC board. The ABC representation would consist of Messrs. Noble and Kintner, and Earl E. Anderson, Robert H. Hinckley and Owen D. Young. If Mr. Young should cease to be a member of the board, the total membership would be reduced to 17.

The statement showed that UPT President Goldenson received $156,000 in salary (and $25,000 for expenses) plus options on 75,000 shares of stock in 1950. Messrs. O'Brien and Weitman and two other vice presidents, Walter W. Gross and Edward L. Hyman, each received $44,350 in salary, $5,000 in bonus and options on 12,500 shares of stock.

Whiteman Top Salary

At ABC, top salary in 1950 ($87,000) was received by Vice President Paul Whiteman. Vice Chairman Mark Woods, who resigned a week ago, received $75,000 (and had an employment contract extending to the end of 1953, provisions for the termination of which were not disclosed); President Kintner received $58,333, and Vice President and Treasurer C. Nicholas Priaulx received $27,500.

Messrs. Kintner, Priaulx and Whiteman also have employment contracts with the network—Mr. Kintner's extending through 1957 with ABC having the option then to extend it for three more years: Mr. Whiteman's extending to April 1, 1956, and Mr. Priaulx's to Dec. 31, 1953.

Mr. Dreier (center) is greeted at KOA studios by General Manager Charles C. Bevis Jr. (r) and G. R. Dunehoo, division manager for Skelly Oil.

★ ★ ★

HOSPITALITY

Dreier Opens Denver Center

OPENING of Denver's Hospitality Center last month was highlighted by a visit to the city of Alex Dreier, NBC news commentator, who made the dedicatory address at the center. Mr. Dreier is well known to Rocky Mountain listeners for his early morning newscasts over NBC's KOA Denver, sponsored by Skelly Oil.

Patients at Fitzsimmons General Hospital were visited by the newsman during the day and he made a short address before a full house in the Post Theatre. In the evening Mr. Dreier made his major address at the Hospitality banquet and the dedicatory address from the Hospitality Center. Latter speech was broadcast by KOA.

While in Denver, Mr. Dreier originated his NBC news commentaries from the KOA studios.

NAME FLEISCHL

To Succeed Boggs at WMCA

MORT M. FLEISCHL, local sales manager of WMCA New York, last week was named acting general manager succeeding Norman Boggs, who is resigning as president and general manager to become vice president in charge of sales of the Don Lee Network. [BROADCASTING • TELECASTING, July 2].

Mr. Fleischl's appointment, announced by WMCA President Nathan Straus, becomes effective July 23, when Mr. Boggs leaves to assume his new west coast duties.

Mr. Fleischl has been with WMCA for approximately 10 years. During World War II he was on leave for service in the Army Signal Corps, returning to the station in 1946 upon his separation from military duty with rank of captain.

KEY personnel of KCSB KFXM KITO KRNO San Bernardino, Calif., have been blanketed into city Civil Defense Communications Corps under chairmanship of Gene W. Lee, KFXM general manager. Executives, engineers, announcers and salesmen underwent mass photographing, fingerprinting, loyalty oaths and indoctrination at city police headquarters.

PEOPLES BCSTG.

Executives Realigned

SHIFT in the executive alignment of Peoples Broadcasting Corp., licensee of WRFD Worthington, Ohio, and WOL Washington, was announced Friday.

Herbert E. Evans, vice president in charge of personnel of the Farm Bureau Insurance Cos., of which Peoples is a wholly owned subsidiary, will take over the bureau's broadcasting operations as vice president and general manager in addition to his other duties. Mr. Evans, who succeeds James Moore, has been with the bureau nine years. He will be responsible to the board of directors and to the president of Peoples, Murray D. Lincoln. Mr. Moore has been assigned to other duties with the bureau.

J. D. Bradshaw, commercial manager of WRFD, becomes manager of the station. Ben E. Wilbur, assistant manager of WOL since last March, will manage WOL. Mr. Wilbur formerly was associated with the Voice of America.

Fred A. Palmer, who has been radio consultant to Peoples and WOL acting general manager, continues his association with the firm by becoming consultant to Mr. Evans. Mr. Palmer for seven years has operated the Fred A. Palmer Co., radio consultants, with headquarters in Columbus. Both WOL and WFRD are affiliated with Liberty Broadcasting System.

George Campbell, who has directed Liberty's Washington news operation, assumes the post of program director at WOL. Succeeding him is Richard T. Roll, formerly program and sports director at WLOK Lima, a Fort Industry Co. station. Other changes will be forthcoming, it was said.

MANUFACTURING

Sales High, Profits Dro

DESPITE an all-time sales peak of $53.1 billion reached in the first quarter of 1951, profits of U. S. manufacturing corporations fell 8% from 1950 fourth-quarter profits. This was disclosed in a joint report on quarterly estimates made public last week by the Federal Trade Commission and Securities & Exchange Commission.

After taxes, net profits in the 1951 first quarter amounted to $3 billion. These profits, however, were bettered only in the last two quarters of 1950 and were 36% above the 1950 first quarter. In making quarterly comparisons, the report pointed out that early 195 was a period of "somewhat depressed" business activity, with the tempo increasing in the second quarter after the outbreak of hostilities in Korea.

WEVD-FM New York began operation July 1, operating on 107.5 mc and duplicating the AM programs of WEVD.

GraybaR recommends the CONTINENTAL 5/10 KW AM TRANSMITTER

If you are now planning to replace your present equipment . . . or provide for emergency transmitting facilities, you'll find it profitable to investigate this new 5/10 transmitter. Manufactured by the Continental Electronics Corporation of Dallas, Texas and distributed by Graybar, this unit embodies many features never before available in AM transmitters — features developed through years of experience in the fields of high-power and high-frequency transmitter manufacture.

NEW! . . . Improved high-efficiency amplifier in output stage. For the first time in any commercial transmitter, this amplifier incorporates equipment for matching the transmitter output to sharply tuned loads encountered in directional arrays.

NEW! . . . Completely self-contained (exclusive of the automatic voltage regular). No external transformers, chokes, or blowers are required. Installation is greatly simplified.

NEW! . . . "Transview" cabinet design and vertical chassis construction enhance this transmitter's appearance and provide an unobstructed view of the functional equipment.

There are other features you'll like, too. Features such as: forced-air ventilation of all components; use of vacuum-type capacitors in output stage to provide maximum stability of tuning; use of DC-operated relays to give a hum-free operation of control system; easy conversion from 5 to 10 kw operation by simple output tube change.

Your near-by Graybar Broadcast Equipment Representative will be glad to give you all the facts about Continental transmitters. Or, if you prefer, send for a completely descriptive bulletin on this new Graybar-distributed equipment.

Graybar has everything you need in broadcast equipment . . . PLUS everything for wiring, ventilating, signaling, and lighting for your entire station and grounds! Whatever your requirements — to get the most suitable items conveniently, call your nearest Graybar Broadcast Equipment Representative. *Graybar Electric Company, Inc., Executive offices: Graybar Building, New York 17, New York.* 175-17

Distributor of *Western Electric* products

via GraybaR

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR

Graybar Brings You Broadcasting's Best . . .
Amplifiers (1,23)
Antenna Equipment (23)
Attenuators (8)
Cabinets (15)
Consoles (23)
Loudspeakers and Accessories (1,23,25)
Microphones, Stands, and Accessories (1,13,14,16,23,25)
Monitors (12)
Recorders and Accessories (2,9,19,22)
Speech Input Equipment (23)
Test Equipment (1,8,12,24)
Towers (Vertical Radiators) (3)
Tower Lighting Equipment (7,11)
Transmission Line and Accessories (5)
Transmitters: AM and TV (6,20,23)
Tubes (11,16,23)
Turntables, Reproducers, and Accessories (9,19,23)
Wiring Supplies and Devices (4,10,11,13,18,21,25)

Manufactured By . . .
(1) Altec Lansing
(2) Ampex
(3) Blaw-Knox
(4) Bryant
(5) Communication Products
(6) Continental Electronics
(7) Crouse-Hinds
(8) Daven
(9) Fairchild
(10) General Cable
(11) General Electric
(12) General Radio
(13) Hubbell
(14) Hugh Lyons
(15) Karp Metal
(16) Machlett
(17) Meletron
(18) National Electric Products
(19) Presto
(20) Standard Electronics
(21) Triangle
(22) Webster Electric
(23) Western Electric
(24) Weston
(25) Whitney Blake

Graybar's network of more than 100 offices and warehouses in principal cities throughout the nation assures you of convenient service wherever you are. *The 19 Graybar Broadcast Equipment Representatives are located in the following key cities:*

ATLANTA
E. W. Stone, Cypress 1751
BOSTON
J. P. Lynch, Kenmore 6-4567
CHICAGO
E. H. Taylor, Canal 6-4100
CINCINNATI
W. H. Hansher, Main 0600
CLEVELAND
L. B. Hathaway, Cherry 1-1360
DALLAS
C. C. Ross, Randolph 6454
DETROIT
P. L. Gundy, Temple 1-5500
HOUSTON
R. T. Asbury, Atwood 4571
JACKSONVILLE
W. C. Winfree, Jacksonville 6-7611
KANSAS CITY, MO.
R. B. Uhrig, Baltimore 1644
LOS ANGELES
R. B. Thompson, Angelus 3-7283
MINNEAPOLIS
C. W. Greer, Geneva 1621
NEW YORK
J. J. Connolly, Stillwell 6-5858
PHILADELPHIA
G. I. Jones, Walnut 2-5405
PITTSBURGH
R. F. Grossett, Allegheny 1-4100
RICHMOND
E. C. Toms, Richmond 7-3491
SAN FRANCISCO
K. G. Morrison, Market 1-5131
SEATTLE
D. I. Craig, Mutual 0123
ST. LOUIS
J. P. Lenkerd, Newstead 4700

Radio Listening Still Climbing in Springfield Illinois

Evening—37.8 per cent up 2 per cent from '49-'50.

Morning—23.3 per cent up 4.3 per cent from '49-'50.

Afternoon—23 per cent up 4.7 per cent from '49-'50.

Listening percentages quoted (sets-in-use) are from Hooper Fall-Winter Reports '50-'51 and '49-'50.

Perhaps there is a downward trend in some markets but NOT in Springfield, Illinois.

■ ■ ■

AND—may we remind you that the Hooper Report '50-'51 also shows that WTAX is

FIRST || MORNING AFTERNOON EVENING

with more than DOUBLE the audience of any other station heard in Springfield afternoons (Monday thru Friday) and evenings (Sunday thru Saturday).

WTAX

Columbia Broadcasting System Affiliate

REPRESENTED BY WEED & COMPANY

upcoming

NARTB DISTRICT MEETING SCHEDULE

Dates	Dist.	Hotel	City
Aug.			
23-24	4	Roanoke	Roanoke, Va.
Sept.			
10-11	2	Syracuse	Syracuse
13-14	8	Book Cadillac	Detroit
17-18	9	Moraine-on-the-Lake	Highland Park Ill.
20-21	11	Radisson	Minneapolis
24-25	10	Blackstone	Omaha
27-28	12	Broadview	Wichita
Oct.			
4-6	14	Utah	Salt Lake City
8-9	17	Davenport	Spokane
11-12	15	Mark Hopkins	San Francisco
15-16	16	Site to be selected	Los Angeles
25-26	6	St. Charles	New Orleans
29-30	13	Shamrock	Houston
Nov.			
1-2	5	Soreno	St. Petersburg
5-6	1	Somerset	Boston
8-9	7	Seelbach	Louisville
12-13	3	William Penn	Pittsburgh

* * *

July 7-13: International Advertising Conference, London, England. U. S. registration handled by E. G. Borton, AFA, 330 West 42nd St., New York 18.

July 23: FCC City-by-City TV Allocations Proceeding Begins, Washington.

July 23: BMI Clinic, Seattle.

July 24: BMI Clinic, Portland, Ore.

July 26: BMI Clinic, San Francisco.

July 27: ABC and United Paramount Theatres' respective stockholders meet to pass on UPT-ABC merger.

July 27-29: Carolina Radio News Directors Assn., Ocean Forest Hotel, Myrtle Beach, S. C.

July 31: BMI Clinic, Los Angeles.

Aug. 2-3: Annual Conference on Radio in Education, Workshop and Clinic, Indiana U., Bloomington.

Aug. 5: Arkansas Broadcasters Assn. First Annual Sales Clinic, Hot Springs, Ark.

Aug. 20: BMI Clinic, Harrisburg, Pa.

Aug. 20-23: AIEE Pacific General Meeting, Portland, Ore.

Aug. 21: BMI Clinic, Columbus, Ohio.

Aug. 22: BMI Clinic, Roanoke, Va.

Aug. 22-24: Institute of Radio Engineers Western Convention and Seventh Annual Pacific Electronic Exhibit, Civic Auditorium, San Francisco.

Aug. 23: Illinois Assn. of Broadcasters, First Summer Meeting, Pere Marquette State Park.

Aug. 24: BMI Clinic, White Sulphur Spring, W. Va.

Sept. 15: Presentation of First Annual Edward L. Bernays Foundations Radio-Television Award by American Sociological Society.

Sept. 17-21: Premium Advertising Assn. of America, New York Premium Centennial Exposition, Hotel Astor, New York.

Sept. 24-26: Assn. of National Advertisers, Fall Meeting, Waldorf-Astoria, New York.

Sept. 28-29: Continental Advertising Agency Network, 19th Annual Meeting, Philadelphia.

Oct. 15-16: Boston Conference on Distribution, 23rd Annual Forum, Hotel Statler, Boston.

Oct. 15-19: Society of Motion Picture & Television Engineers. Convention, Hollywood Roosevelt Hotel, Hollywood.

Oct. 22-26: AIEE Fall General Meeting, Cleveland.

Nov. 12-14: National Assn. of Radio News Directors Convention, Sherman Hotel, Chicago.

Nov. 14-15: American Public Relations Assn., Seventh Annual Meeting, Philadelphia.

Nov. 26-29: Financial Public Relations Assn., Annual Convention, Hollywood Beach Hotel, Hollywood, Fla.

Nov. 28-Dec. 1: Fifth Annual NBC Radio and Television Affiliates Convention, Boca Raton (Fla.) Club and Hotel.

JOHN D. SCHEUER, Jr. (l), operations assistant to the general manager of *The Philadelphia Inquirer* stations (WFIL-AM-TV), accepts the National Safety Council's Public Interest Award for 1950 from Roy M. Godwin, chairman of the board of governors of the Philadelphia Safety Council, as the stations were honored by the council for exceptional service to the cause of safety.

Northern Trust

(Continued from page 32)

ings at the Art Institute.

Musical comedy stars appearing locally often visit the program to sing their show's hit tunes. An increasing number of top-flight name singers, such as Patrice Munsel of the Metropolitan Opera, have been signed for future dates.

Television is being watched closely, but there are no plans now "to abandon radio, which has served us so well."

First TV Test

The company's first—and only—experiment in TV took place in October 1948, when *The Northerners* was simulcast. Shortly thereafter, an editorial feature in the company's house organ noted "we are particularly interested in this television experiment because the medium gives us an opportunity to stress visually the warmth, humanness and understanding which the bank, through its officers and employes, brings to the family problems involved in trusteeship." The trust department had been advertised on the simulcast.

Commercials adhere to a policy set by Mr. Smith and his colleagues, who believe "friendship for a bank doesn't just happen. It must be created. Banking has become a business of merchandising and merchandising is selling. The Northern Trust Co., like every other bank, has only one type of merchandise to sell—and that is service. The bank that sells good, friendly service is a good place to bank."

Most of the commercials are phrased in dialogue with a personal banking problem of an individual or family being considered. The convincing sincerity and humanness of the commercials—and the comfortable entertainment of the programming—have been superimposed into the personality of the bank itself. It always has influenced people, but radio has helped it make many friends.

WOL's Winner

MARCELLA BLACK, WOL Washington continuity writer, last week won the Miss U. S. Television contest staged by WTTG (TV) Washington. Miss Black also is entered in the Miss Washington contest conducted by WWDC Washington. The WWDC contest winner will be entered in the Atlantic City Miss America competition.

RADIO FREE EUROPE is now broadcasting daily 15-minute news program to Albania, using RFE's shortwave transmitter in the Frankfort area of Western Germany. Albania, RFE said, is the "Sixth prisoner state of the Kremlin" on RFE schedule, the others being Bulgaria, Czechoslovakia, Hungary, Poland and Rumania.

'SPIRIT OF '51'

KTUL Draws UP 1951 'Declaration'

THE Spirit of '76 was draped in language of 1951 in a patriotic pledge drawn up by KTUL Tulsa and distributed to congregations of nearly every Tulsa church July 1 (Sunday).

Some 100,000 copies of the pledge were distributed and Tulsa ministers were asked to make freedom the subject of their pulpit discussion on that day.

In addition, the pledge, entitled, "My Declaration of Independence —1951," was aired over these Tulsa stations: KTUL KVOO KRMG KOME KFMJ KAKC KOTV (TV). Reading of the "Declaration" was accompanied by tolling of church bells throughout the city.

The five paragraph pledge was sponsored by KTUL, the National Bank of Tulsa and the Scott Rice Printing Co. Headed by L. A. Blust, KTUL's general sales manager, the Tulsa Advertising Federation helped distribute cards bearing the pledge in conjunction with its campaign to make the 175th anniversary of independence truly significant.

John Esau's Idea

Idea for the modern "Declaration of Independence" was conceived by John Esau, vice president-general manager of KTUL. It was written by Harry Abbott, head of the KTUL continuity department, and Rudy Cohen, KTUL continuity writer.

The "Declaration" pledges "to work for Freedom as Freedom has worked for me. . . ."

Radio TOWERS

★ BROADCASTING ANTENNAS
★ 2-WAY COMMUNICATION
★ TV-FM SUPPORT TOWERS
★ MICROWAVE RELAY TOWERS

BY WINCHARGER *Ahead of them All!*

SPECIFY *Genuine* WINCHARGER TOWERS for POSITIVE RESULTS

2-WAY RADIO TOWERS

POLICE - UTILITIES - PIPE LINE
TAXI - R. E. A. - RAILROADS
AIRLINES - GOV'T. SERVICE

Some of Wincharger's most interesting tower jobs are not always the biggest, tallest or most expensive. We have pioneered custom-made 2-way radio tower equipment for police, utilities, pipeline, taxi, R. E. A., railroads, air lines and government service as well as many other special jobs.

Long experience has proven that the cheapest power is a tall Wincharger Tower — now new improvements assure even greater strength, durability and versatility to best fit the specific requirements of each individual installation.

WINCHARGER ENGINEERING SERVICE

It takes more than steel guys, insulators and anchors to build an efficient short wave tower. Wincharger engineers are well qualified to advise you on your particular problems. A new booklet describing this versatile equipment in detail is yours for the asking. Our consultation service is also available without any obligation on your part.

WRITE
WIRE
PHONE

WINCHARGER Corporation

TELEPHONE 8-6513 Dept. No. 5
SIOUX CITY 6, IOWA, U.S.A.

KING Soopers'

. . . Finds a Super Salesman

RADIO—Chuck Collins' seeing-eye—is the major sales tool for King "Soopers," Denver, a major chain of independent grocery markets.

Mr. Collins, a blind entertainer, and the grocery chain go together in this respect: They both got their big push with radio—KOA Denver—and are as close to the broadcast business as doves in a love nest.

In the suburbs of Denver four years ago, a modest little grocery market, owned by Lloyd J. King, was providing food service to residents of Arvada. That was before it tackled the highly competitive field of food marketing with the assistance of radio's selling impact.

Advertising played a modest part in the King "Soopers" growth at the beginning. King "Sooper" No. 1 began to enjoy an increasing volume of business after Mr. King drew on sound merchandising experience gained prior to a stay in the Navy during World War II.

When expansion loomed, so did radio. As if on cue, Mr. Collins entered on the scene. He had moved to Denver from Los Angeles a few months earlier and had been gaining popularity and a growing audience on KOA.

Mr. Collins sold himself to "Soopers" as easily as radio sells itself. He prepared a quarter-hour show on record for audition, displaying his charm and talents on the piano, in his singing voice, friendly sound humor and his persuasive speaking voice. That did it; Mr. King signed the dotted line for a 52-week contract, placing *The Chuck Collins Show* on the station 10:15 a.m., Mon.-Fri.

This marriage in December 1949 of a self-contained entertainer to a bursting-at-the-seams food mart was a natural. It paid off with Mr. Collins becoming an asset, so much so that the little grocery in Arvada, later turning to big-time food marketing, grew to a formidable four-store supermarket enterprise in less than three years.

'Collins Show' Renewed Consistently

Much of the credit goes to Mr. King's experience in merchandising, but radio and Mr. Collins also helped tune up the cash register. The *Collins Show* has been renewed consistently by the King stores and still serves friendly fare for Denver folk.

Mr. Collins in the nearly two-year "Sooper" period has established himself as "King of Entertainers," as KOA bills him, and the "Sooper" salesman and personal goodwill ambassador for Mr. King and his enterprises.

The show is Mr. Collins' project He writes the program, including all commercials which are integrated with the copy theme for the day. The copy may dabble in poetry and flirt with bits of philosophy, perhaps humerous anecdotes, appeals for worthy charities and what-have-yous. Only "must" is Mr. Collins' light-hearted touch.

He turns out two sets of scripts, one in Braille at a 60-word per minute clip, the other on a standard typewriter at 80-words per. Mr. Collins has the exemplary honor of being one of few persons in the country who reads the language of the blind at about 250-words per minute and whose sensitive finger-tips scan one line ahead of his speaking voice.

Chuck Collins is indeed an unusual specimen. To add to his accomplishment in obtaining a political science degree at the U. of Idaho 20 years ago, he is a man who goes without white cane, without seeing-eye dog, mows his lawn with little aid, works persistently on his huge library housed in the family garage.

The King "Soopers" have not been idle with this "Sooper" salesman and the broadcast medium, for which it allocates 40% of its ad budget to the *Collins Show* alone. Currently the firm is expanding into the retail drug field with "Sooper K Drugs," rushing to completion a modern city shopping center (housing a King "Sooper") to be known as the Mayfair Development and a similar suburban project, to be called Lakewood Development.

Radio Main Factor In Expansion

Mr. King looks to radio as the "principal factor enabling us to continually expand our operation. . . . We are building for the future, and our radio program is doing an outstanding job of building goodwill and a steadily increasing business."

When Mr. Collins did a one-time pitch for a special price item—to help King "Soopers" dispose of an overload of fresh roses—six hours later the sponsor called to ask there be no further mention of the flower as the entire supply had been sold.

Mr. Collins doesn't think of himself as bearing up under a handicap. His ability, vision and enthusiasm is best explained in this anecdote. When visiting friends he was noticed as he paused at a door of a darkened room. Mr. Collins overheard the hostess remark: "Can he find the light?" To which, he answered quickly: "What for?"

* * *

King "Soopers" President Lloyd J. King points with pride to an architect drawing of the huge new Mayfair shopping development nearing completion in east Denver, which will house the fifth King "Soopers" and King's No. 1 drug store.

Another Chuck Collins Show *is in the works. Mr. Collins prepares his own scripts, including commercials, on both a braille and standard typewriter. He reads from braille at the rate of 250 words per minute while on the air.*

* * *

Business of Broadcasting

One of a Series

MARSHALL WELLS, WJR'S *Farm Editor, sells thousands of farmers in the Great Lakes area on the merits of* **RALSTON PURINA** *farm feeds. Wells conducts four shows tailored to the interest of his large farm audience.*

WJR

farmers listen—
farmers buy!

THE GREAT VOICE
of the
GREAT LAKES

WJR DETROIT 50,000 WATTS CLEAR CHANNEL CBS

WJR's mobile studio—from which he frequently broadcasts—keeps Editor Wells constantly in touch with the farmer at State and County Fairs, 4H Club meetings and other such events.

The best way to reach the prosperous farm market of the Great Lakes area is through the influential voice of its favorite farm reporter, WJR's Marshall Wells.

A major portion of the area's great farm audience—and thousands of city folks, too—are regular listeners.

Get greater coverage and greater sales throughout this rich, important market area.

Use WJR, the Great Voice of the Great Lakes.

Remember . . . First they listen . . . Then they buy!

Represented nationally by Edward Petry & Company

FREE SPEECH MIKE

Radio—America's greatest advertising medium

*and city folks listen, too

TO SELL WMIE

Rivers Buys From McBride, Sherby

ARTHUR B. McBRIDE and Daniel Sherby, his Cleveland business associate, "have reluctantly but definitely determined to dispose of their interest in the . . . permittee" of WMIE Miami, Fla.

They have contracted with E. D. Rivers Sr., licensee of WGOV Valdosta, Ga., to sell their majority stock holding for "one cent on the dollar," plus assumption by Mr. Rivers of substantially all outstanding loans made by them to WMIE.

The stock, representing an investment of $150,410, is to be sold for $1,541 and notes for loans totaling $227,250 are to be sold for $218,459.

The proposed sale was disclosed last week in a petition—printed in red ink—filed with FCC by WMIE's Washington counsel, Paul M. Segal, requesting the Commission to give "immediate consideration and expedited action" to the case including approval of the transfer to Mr. Rivers.

Hits Delays

Attacking the lengthy delays in the WMIE transfer case now before the Commission—involving a "pro-forma application" to assign the permit of the station from Lincoln Operating Co. as trustee for Sun Coast Broadcasting Corp. to Sun Coast itself — the petition stated "the applicant believes that there is joint action" on the part of three other Miami stations—WQAM, WIOD and WKAT—"to prevent the placing of radio advertising on WMIE, to bring the station into discredit, and to cause it to operate at a loss."

WMIE has made this allegation to FCC in an ealier pleading [BROADCASTING • TELECASTING, May 14].

The petition contended it was because of the operating losses that Messrs. McBride and Sherby must dispose of their interest.

"Messrs. McBride and Sherby believe that the type of competition encountered by WMIE is basically responsible for the losses incurred by that station. They further believe that that type of competition and continued newspaper attacks upon WMIE will be unavoidable and incurable so long as Mr. McBride continues identified with WMIE," the petition alleged.

In mid-May FCC stayed, pending further review, the initial decision of Hearing Examiner Leo Resnick recommending a grant of the pro-forma transfer and finding nothing to disqualify Mr. McBride as a radio station stockholder.

Rather, the examiner noted numerous witnesses testified highly of Mr. McBride's character and integrity. Similarly, Continental Press, national racing news service founded by Mr. McBride and now owned by his son, Edward J. McBride, was found to have violated no federal laws [BROADCASTING • TELECASTING, May 21, March 19].

Later, FCC records showed the Commission had asked authority of Treasury and Internal Revenue officials to re-examine the McBrides' income tax returns in order to help resolve the "question of ownership" of Continental Press "inasmuch as it may have a direct bearing on the question of whether or not Sun Coast Broadcasting Corp. is qualified to be the licensee" of WMIE [BROADCASTING • TELECASTING, June 4].

Examiner Resnick's initial finding was protested by Sen. Estes Kefauver (D-Tenn.) and his Senate Crime Investigating Committee, which charged that Continental Press is linked with illegal gambling operations across the nation.

WMIE is assigned 10 kw day, 5 kw night on 1140 kc, directional fulltime.

Reviewing the history of the controversial proceeding, the WMIE petition said the application for WMIE was filed by Sun Coast Jan. 30, 1947. In conflict with another bid, the two requests were designated for comparative hearing on Feb. 27, but the applicants resolved their differences and on April 29 of that year filed papers for merger of their interests, the petition said. FCC was asked to approve Lincoln Operating Co. as trustee for Sun Coast with the understanding that as soon as possible an appropriate request for transfer of license would be filed.

Reviews Case

The petition indicated FCC granted the application July 10, 1947, "upon the terms indicated" and "the promised application for transfer," dated Oct. 27, was filed Dec. 3 of that year. WMIE's construction was completed July 19, 1948, the petition continued, and equipment tests begun.

"Thereafter, the station being completed, the Commission designated for hearing the pro-forma application for transfer of construction permit which had lain before the Commission for seven months. The delay . . . was very unusual," the petition charged.

WMIE began program test operation Sept. 17, 1948, and has operated under temporary authority since then, it was noted. Meanwhile, on Aug. 13, a petition to reconsider and grant the transfer had been filed.

"On May 16, 1949, nine months

(Continued on page 84)

CHARLES CRUTCHFIELD (center), vice president and general manager of Jefferson Standard Broadcasting Co. (WBT-AM-FM WBTV (TV) Charlotte, N. C.) was honor guest at a dinner June 29 given by the Men's Fellowship Class of the Holy Trinity Greek Orthodox Church of Charlotte. Among those present were (l to r) James Paschal, Basil Whitener of Gastonia, solicitor of the local judicial district; George A. Trakas, Gastonia, and Very Reverend Chrys Papalambrou, pastor of Holy Trinity. Mr. Crutchfield leaves soon as an adviser and consultant to Greek radio officials [BROADCASTING • TELECASTING, June 18].

HIGH DAWN LISTENING

Pulse Finds

AFTER midnight listeners constitute a sizable market in the New York Metropolitan area, with 23% of all families listening on a typical night and 38.4% of them listening at least once a week between midnight and 6 a.m., according to a survey conducted the first week in May by Pulse for WNEW New York. Survey showed that 2,225,900 persons in 1,340,900 New York area homes are after-midnight listeners.

Somewhat surprisingly, housewives make up the largest share of the midnight-to-morning audience, accounting for 25.6% of total, the Pulse interviewers found. Clerical and sales workers ranked second, 19.1% and manual workers third, 16%. Next were students, 13.3%; followed by professionals, managers, proprietors and executives, 12.3%; service workers, 10.4%; retired, 2.2% and unemployed 1.1%.

"This latest survey proves conclusively that the post-midnight audience is not limited by any means to night-owls and such late-night workers as taxi drivers and short-order cooks," Claimre Himmel, WNEW research director, commented. "In this densely populated area there are a lot of people on any given night who are returning home late from such ordinary activities as visiting or attending the theatre, ball games, club meetings—all of which makes for a very substantial amount of radio listening after midnight, both while driving home and at-home before retiring," the report said.

Another breakdown showed men to outnumber women listeners in the after-midnight hours by 58% to 42%. Median age of these late listeners was 38 years, with 6.8% aged 13-19; 19.6%, 20-29; 44.5%, 30-44 and 29.1% 45 years and over.

On an average night the post-midnight audience includes 86.5% listening at home, and 0.4% both; 13.1% away from home. On a full-week basis the out-of-home audience decreases slightly to 11.2%, the at-home also drops a little to 83.9% while the percent listening both at home and away rises to 4.9%.

Listening in the Greater New York Area rises at midnight, Pulse discovered, the audience at midnight being 19.5% larger than it was at 11:45 p.m. While ratings of other stations changed slightly, in no case as much as 1%, WNEW registered a gain of 2.8 rating points, up from 1.3 at 11:45 p.m. to 4.1 at 12. WNEW's *Milkman's Matinee*, on from 12 to 5 a.m. was the most popular program, tuned in by one out of three families on an average night, by more than half, (51.3%) of the listening families during the entire week.

There are 15 New York area stations on the air after midnight of which five sign off at 1 a.m., two at 1:15 a.m., three at 2 a.m. and three at 3 a.m. with only two stations—WNEW and WJZ remaining on through the night.

front office

DAVID WILBURN, program director WKYW Louisville, appointed general manager WXGI Richmond, succeeding GRAEME ZIMMER, resigned. Mr. Wilburn served as combat correspondent in Marine Corps during World War II. He also has been with WGRC Louisville, as program director, and has been connected with WLS Chicago and KYSM Mankato, Minn.

BEVERLY M. MIDDLETON, business manager WHKP Hendersonville, N. C., elected president and director of Radio Hendersonville Inc. (WHKP), succeeding BOB AMOS, resigned to accept position with WFMY-TV Greensboro. Other officers are: C. E. MORGAN, Mayor of Asheville, re-elected vice president; KERMIT EDNEY, program director WHKP, elected secretary on board; EVELYN H. MIDDLETON, elected treasurer on board, and FRANK EWBANK, elected to board.

CLARK BARNES, manager of Burns Smith Co., Hollywood, named manager of Headley-Reed Co., L. A., succeeding HAROLD LINDLEY, who resigned to become vice president in charge of western operations for H-R Representatives Inc., L. A.

JERRY FITCH, mountain states news editor of United Press, appointed manager KGLN Glenwood Springs, Col.

ARTHUR W. KELLY, assistant sales manager WHAM Rochester, N. Y., appointed sales manager for WHAM. TRUMAN BRIZEE, assistant sales manager, appointed sales manager WHAM-TV. Both served under JOHN W. KENNEDY Jr., who continues as general sales manager.

JACK PALMER appointed to sales staff WKRC-TV Cincinnati. He was account executive with Pacific Broadcasting Corp.

H. NEEDHAM SMITH, account executive WSAI Cincinnati, to WBNS-TV Columbus, in same capacity.

LAMB, GOERLICH & MACK, Toledo, law firm, changes name to Lamb & Mack, and moves offices to Suite 500 Security Bldg. LOWELL GOERLICH, former partner in firm with EDWARD LAMB and STEPHEN MACK, appointed associated general counsel of the International Union, United Automobile, Aircraft and Agriculture Implement Workers of America, UAW-CIO.

FRAN RICHMOND, continuity director WMGW Meadville, Pa., appointed commercial manager. Miss "PIE" JACOBS, new to radio, appointed to sales staff.

ROBERT GLEASON, account executive KERO Bakersfield, Calif., to KVOE Santa Ana, Calif., in same capacity.

LAURIE SEWARD to sales staff WBBM Chicago. He was with sales staff at Ralston-Purina and P. F. Collier Co.

PAUL MULVIHILL, Toronto, station representative, appointed representative for CHOK Sarnia.

Personals . . .

WILLIAM J. FLYNN, assistant treasurer CBS, elected chairman of Radio-TV Broadcasting, New York Credit & Financial Management Assn. Other members are: C. A. HEUSER, WINS New York; HENRY G. KERWAN, WPIX (TV) New York; T. E. MITCHELL, WATV (TV) Newark; MAXWELL HURST, WMCA New York; FRED DYSON Jr., WABD (TV) New York; M. H. MORGAN, WMGM New York; ARTHUR WEILL, WPAT Paterson, and THEODORE GERSELHART, NBC. . . . IRA HIRSCHMANN, president of WABF New York and Metropolitan Broadcasting and Television Inc., N. Y., elected president of National Ussishkin League, organization of the Jewish National Fund. . . . LEONARD REEG, ABC vice president in charge of radio programs, arrives in Hollywood July 19 for week's conferences. . . . GILBERT WELLINGTON, national advertising manager Midnight Sun Broadcasting Co. (KFAR Fairbanks, and KENI Anchorage, Alaska), named volunteer radio-TV chairman for Seattle-King County Chapter, American Red Cross. . . . LARRY SURLES, account executive WOR-TV New York, father of boy, June 24.

LEE ESTATE

Hearing Set on Claims

OFFER by two adopted daughters of the late Don Lee, founder of Don Lee Broadcasting System, to take $150,000 each as compromise settlement on their claims against the $12,726,944 estate of his late son, Thomas S. Lee, is scheduled for hearing by Superior Court Judge Newcomb Condee in Los Angeles tomorrow (Tuesday).

Petition for authority to accept compromise claims filed by Mrs. Christine L. Rieber of Metuchen, N. J., and Mrs. Elizabeth L. Fry of West Los Angeles, was made by Public Administrator Ben H. Brown late last month.

The sisters contended that all of Thomas S. Lee's estate came from bequests made him by Don Lee. Mrs. Rieber and Mrs. Fry asserted that at the time of adoption by Don Lee he promised their natural father, the late Robert Boyd, they would receive equal treatment in all respects with his son. They were left but $1.00 each in the will of Don Lee. Accordingly, following the death of young Mr. Lee, they each claimed a third of his estate.

Thomas Lee fell to his death from a Los Angeles building on Jan. 13, 1950. He willed his entire radio broadcasting and automobile distributing fortune to R. Dwight Merrill, Seattle lumberman, whose late wife was a sister of Don Lee.

Mrs. Nora Patee, maternal aunt of Thomas Lee, also contested the will. Her contest was dismissed about a month ago. Mrs. Patee reportedly also agreed on a settlement with the estate. Terms have not as yet been revealed.

OPS Names Young

GEORGE L. YOUNG, advertising and sales promotion manager, bronze division of James H. Matthews & Co., Pittsburgh, is on leave of absence to serve as deputy director of the Radio-Television-Film Division of the Office of Price Stabilization. Mr. Young will assume his new duties at once, OPS said. He is nationally known in the radio industry and has been in general advertising for the past three years. In 1947 he left WKBN Youngstown to aid in setting up WPGH Pittsburgh where he was general manager. Before World War II, Mr. Young was administrative assistant to J. Harold Ryan, vice president of the Fort Industry Co.

Mr. Young

CLEVELAND'S *Chief* STATION • WJW • CLEVELAND'S *Stentor* SIGNAL • WJW • CLEVELAND'S *Chief* STATION

Chief Says:

"Chief's local business sure is booming,
Let Cleveland merchants tell you why:
Their spot campaigns send sales a-zooming;
Chief Station's shows sure make folks BUY!"

LOCAL BIZ TRIPLED

Take your tip from *local* sponsors. They know Cleveland —they demand results. Since February, local business has *tripled* on WJW —Cleveland's only network station with net-calibre daytime *local programming*.

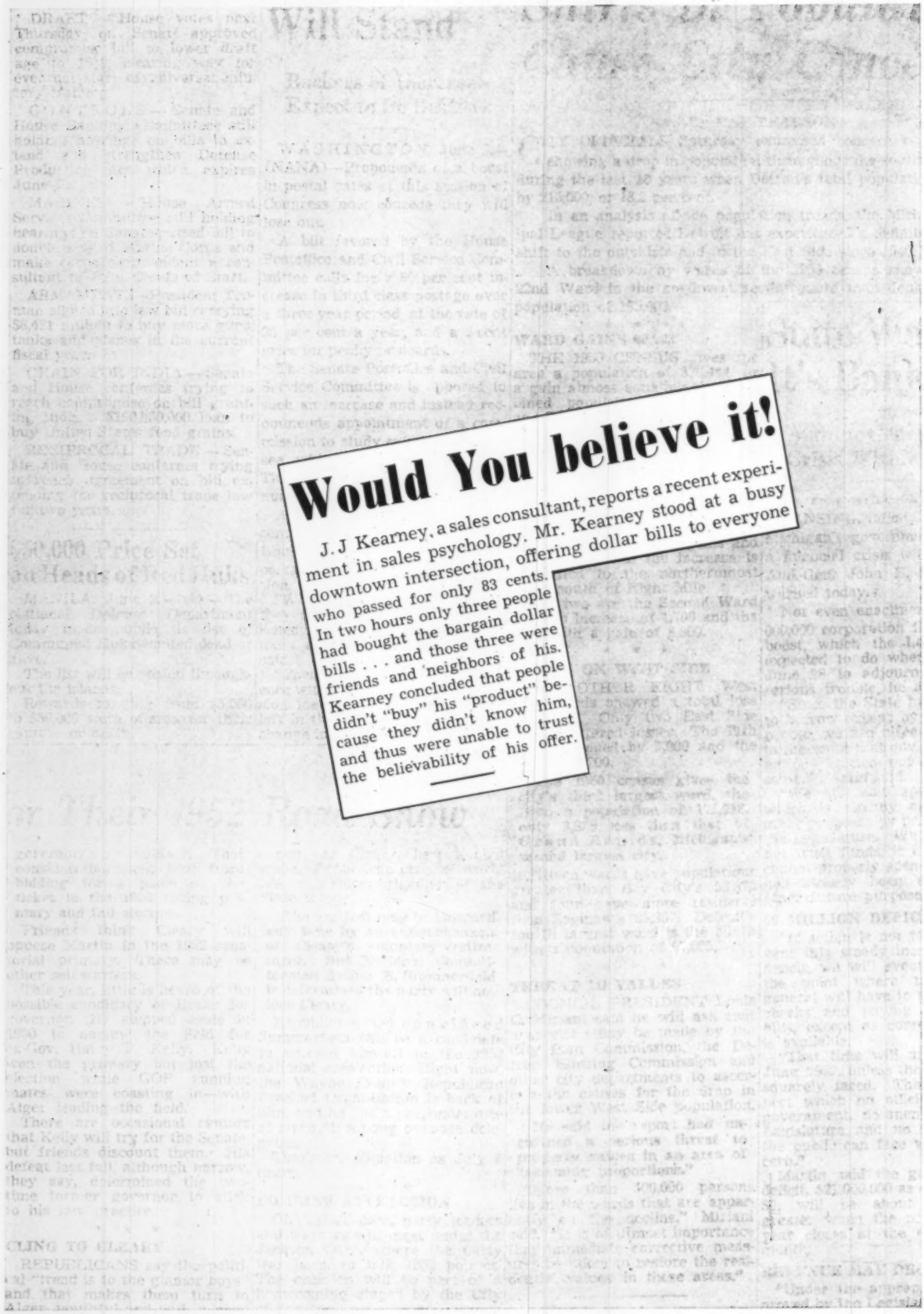
CLEVELAND'S *Chief* STATION

WJW

5000 W. WJW BUILDING

BASIC ABC CLEVELAND 15, OHIO

REPRESENTED NATIONALLY BY H-R REPRESENTATIVES, INC.



Would You believe it!

J. J Kearney, a sales consultant, reports a recent experiment in sales psychology. Mr. Kearney stood at a busy downtown intersection, offering dollar bills to everyone who passed for only 83 cents. In two hours only three people had bought the bargain dollar bills . . . and those three were friends and neighbors of his. Kearney concluded that people didn't "buy" his "product" because they didn't know him, and thus were unable to trust the believability of his offer.

dollar bills for 83c
FIND THREE TAKERS IN TWO HOURS

This old stunt points up a most important moral to time-buyers. Mr. Kearney was selling a high grade product at a real bargain price, and the public turned him down cold . . . *except for three buyers who were his friends and neighbors.*

The one thing lacking to make this sale a success was the public's confidence in the medium—Mr. Kearney. We would like to make this offer to Mr. Kearney . . . and to you. Advertise your product to the same public over any or all of the seven FORT INDUSTRY stations listed below and you *will* get action.

FORT INDUSTRY stations, you see, have built a steady, loyal, responsive audience that regards them as old friends and neighbors. FORT INDUSTRY stations, because of their consistent broadcasting in the public interest, are listened to, believed in, acted upon.

If your product is sold in a FORT INDUSTRY market, your sales message will get the highest results on a FORT INDUSTRY station.

A FORT INDUSTRY STATION

THE FORT INDUSTRY COMPANY

WWVA, Wheeling, W. Va. • **WMMN**, Fairmont, W. Va. • **WSAI**, Cincinnati, O.
WSPD, Toledo, O. • **WAGA**, Atlanta, Ga. • **WGBS**, Miami, Fla. • **WJBK**, Detroit, Mich.
WSPD-TV, Toledo, O. • **WJBK-TV**, Detroit, Mich. • **WAGA-TV**, Atlanta, Ga.

National Sales Headquarters: 488 Madison Ave., New York 22, ELdorado 5-2455

editorial

What's Normal?

THE "back to normal" boys will begin whooping it up, now that the end of the shooting in Korea is in sight, and may succeed in modifying the U. S. rearmament program.

What will it mean to broadcasters if the pace of the arms build-up is arrested and the proportion of military production to civilian production reduced?

For one thing, essential metals for transmitter and receiver equipment will be in greater supply, thus enabling television to expand as soon as the FCC lets it.

For another, increased manufacture of consumer goods would require stepped-up advertising to sell them, and broadcasting would be called on to make its share of the sales.

We cannot, however, expect complete return to the pre-Korea economy. Much as some Congressmen may demand it (for political reasons) there will be no disarmament of the drastic kind that followed World War II.

The fact is that in our generation we will never know normalcy again. We may shift from armed action to armed truce, but the threat of violence will remain. At best a half-war, half-peace economy is our future lot.

The Small Picture

THE injustice that radio has done itself in supporting, indeed cherishing, the principle of the program rating was never more clearly shown than in the statistics released a fortnight ago by Hooper and Nielsen.

Both Hooper and Nielsen released figures on 10 leading radio programs to show how their ratings have gone to pot since the advent of television. As a means of measuring the true dimensions of radio, this examination of 10 evening shows is roughly comparable to an attempt to visualize the contours of Lana Turner by looking at her ear-lobe.

You'd say that anyone who looked at Lana Turner with such a limited field of interest was nuts. Isn't it odd that no one questions the condition of Hooper and Nielsen when they look at radio with no broader view?

The release of the then-and-now ratings on 10 programs by these two firms is deplorable on two counts: first, that neither has more professional conscience than to announce such fragmentary findings, and, second, that the advertising industry will accept this grossly incomplete information as conclusive proof that TV has knocked radio in the head.

The fetishism attached to program ratings has led to disorderly competition, especially among networks, and driven talent prices into the troposphere. So intense was the networks' preoccupation with ratings that to a large extent they lost interest in more fundamental research and selling tools—such as cost-per-thousand comparisons with other media—until ratings began to tumble before the advance of TV.

The radio program rating has no counterpart in any other medium (except television, which is already preparing itself for a life of frustration by capitulating to the same services.)

Newspapers and magazines sell space on the basis of circulation—the circulation of the whole package, not just a page or a part of a page. Contrast this technique with that of radio. The ratings of some evening programs drop in TV markets, and suddenly the whole network rate structure goes down—despite the unquestioned fact that radio still delivers more audience per dollar than any other medium.

Bed-rock research is needed in radio, the kind of research that is comparable to that used by newspapers and magazines and accepted by their advertisers. Such research must be an industry-sponsored project, conducted either under the aegis of BAB or, if it can be given the breath of life, Broadcast Audience Measurement Inc. which has been a paper organization for a year or more.

Had radio sponsored such research in past years, it would not be in its present dilemma —belatedly attempting the very great job of overcoming the devotion to program ratings that afflicts most advertisers.

Spectrum Speculation

WHENEVER trouble brews, there's always the quest for a whipping boy. FM is a trouble area now in sharp focus—much more so than most FM-ers realize. Simply stated, the FCC is pondering what it should do about the vast expanse of spectrum space assigned to, but not being used by FM.

On June 11, we published in these columns our comments on the plight of FM, and suggested that consideration be given to possible diversion of a large portion of the 88-108 mc band for TV. We knew it would excite some FM partisans to violence not far short of mayhem. Our OPEN MIKE column of the past few issues proves we weren't in error.

In this issue we publish a letter to the editor from the father of FM, Dr. E. H. Armstrong. He resurrects the upstairs-downstairs battle with FCC. Whether he is right is now academic. It is allocations history.

We must view conditions as they exist. It's no longer a question of who is responsible for the woes of FM. It's a matter of what's to be done *now*, when the FCC must decide what it is to do with the unused spectrum space.

Let's take another look at the spectrum chart. In the area 88 to 108 mc, there are 100 FM channels. These are adjacent to the lower end of the VHF TV band (54 to 88 mc) which accommodates five TV channels, each 6 mc in width. In this FM range are 652 licensed stations. It can accommodate several thousand FM stations. The demand does not exist.

Will this vast spectrum space be permitted to lie fallow? The answer should be obvious. There are many common carrier and mobile services that want high frequency space. And there is TV, with its need for channels.

How good a case the common carrier services can make for these VHF expanses, we do not profess to know. Safety-of-life arguments cannot blithely be ignored. But these services are being accommodated elsewhere, and probably can expand in those areas which are not adaptable for video or aural transmission. It will require detailed studies to find out.

Major Armstrong and his disciples question the suggestion, based on "substantial engineering opinion," that the fewer than 700 FM stations might be compressed into a 2 mc band, with the remaining 18 mc assigned to three VHF TV channels. Maybe the answer might be in holding 8 mc for FM, leaving 12 mc to be diverted into two TV channels.

This is not a case of being for or against FM. No one questions the fidelity or quality of FM as the "finest broadcast service known to the art."

It's a matter of realism. The problem exists. It is our duty to ferret out the facts and report them. The question is whether a valuable strip of ether domain earmarked for the broadcast services (whether aural or visual) should go by default.

our respects to:

IRVIN GOODES ABELOFF

A FRIEND visiting Harvey Hudson, operations manager of WLEE Richmond, suddenly turned to him and said: "That Abeloff must be a 'blankety-blank' slave driver. This is the third time I've been here and each time the staff seems to be working like the dickens."

To which Mr. Hudson replied, "What can you do? He works harder than anyone else."

Industriousness, however, is only one ingredient of the success of Irvin Goodes Abeloff, who currently is celebrating his 20th anniversary in radio.

Mr. Abeloff is general and commercial manager of WLEE-AM-FM but it would be hard to delineate his duties. A member of his staff throught it over and replied, "In addition to being sales manager, he directs the entire station activities."

Although Mr. Abeloff now has deep roots in Richmond, once the capital of the Confederacy, he was born a Yankee.

He was born Dec. 29, 1911, in Boston, Mass. Following his early schooling there, his father took the family to Richmond.

In 1929, he went to Augusta, Ga., and completed high school at the Academy of Richmond County in Augusta. He began college in Augusta but completed his formal schooling at the U. of Richmond. While in Augusta, he worked for United Leather Co. after school and traveled for the firm during summer vacations.

It was while attending the U. of Richmond that he lost his heart to radio. Brother George was playing in the orchestra at WRVA Richmond. One day while visiting George, he was invited to participate in dramatic programs. Two weeks later he joined the staff of WRVA. That was in June 1931.

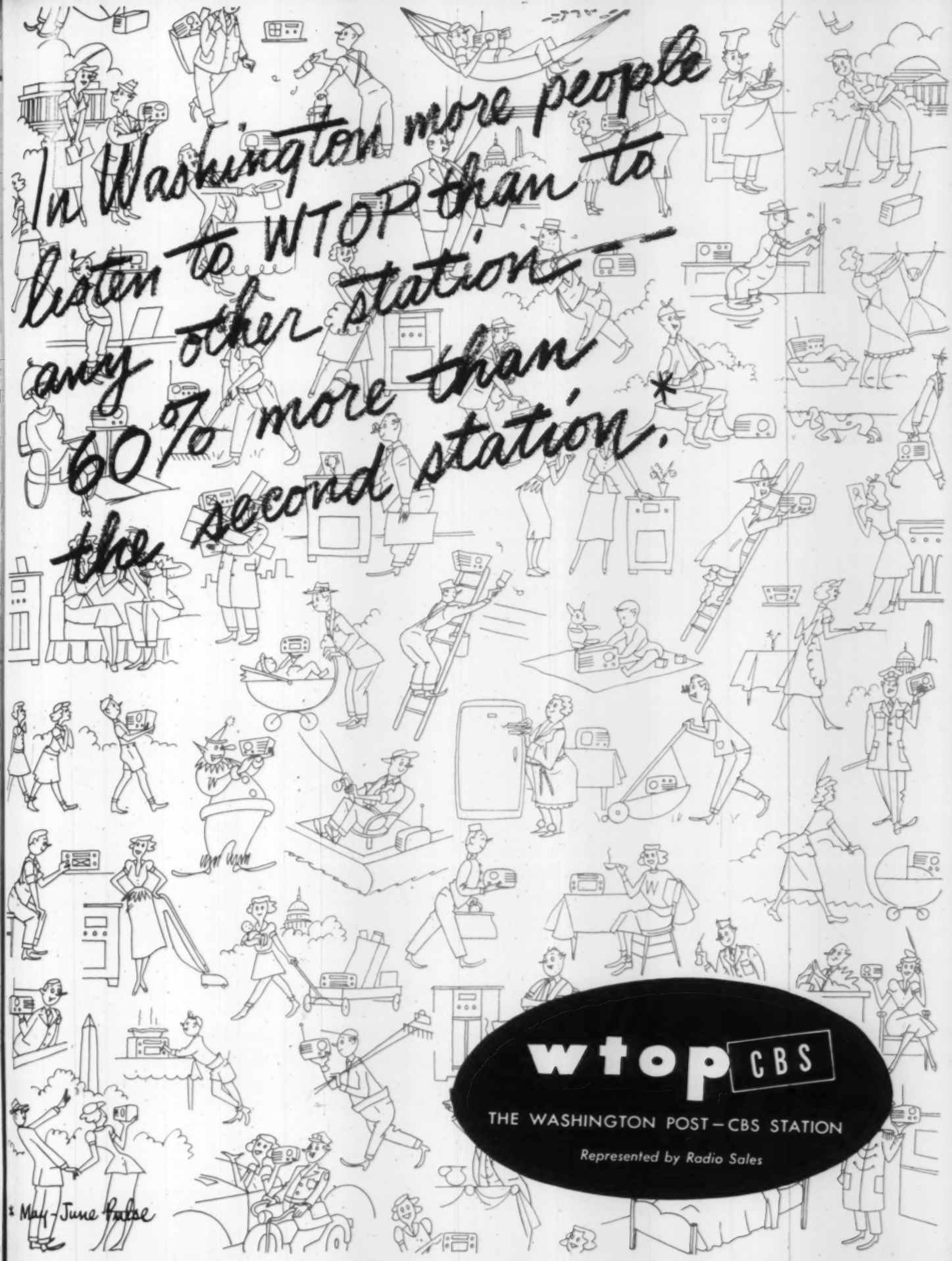
Mr. Abeloff would attend classes from 9 a.m. to 1 p.m. then work at WRVA from 2 p.m. until midnight. He progressed through writing, selling and producing at WRVA to the position of program service manager.

In 1945, he was approached by Tom Tinsley, president of WITH Baltimore, who was preparing to open WLEE in Richmond. Mr. Tinsley offered Mr. Abeloff the post of WLEE general manager. Mr. Abeloff took over that post in August, and was elected secretary of the Lee Broadcasting Corp.

Coming up through the ranks as he did, he knows well all branches of the broadcasting field. He is regarded as an authority on program planning and commercial copy writing.

Working so diligently at the station, one

(Continued on page 86)


In Washington more people
listen to WTOP than to
any other station—
60% more than
the second station.*
wtop CBS
THE WASHINGTON POST—CBS STATION
Represented by Radio Sales
* May-June Pulse

KEY FIGURES in NARTB's television workshop session, held in Washington [BROADCASTING • TELECASTING, June 25] **(l to r): Robert D. Swezey, WDSU-TV New Orleans, chairman of TV Program Standards Committee; FCC Chairman Wyane Coy; Justin Miller, NARTB board chairman; Sen. Edwin C. Johnson (D-Col.), chairman, Interstate & Foreign Commerce Committee; Harold E. Fellows, NARTB president; Eugene S. Thomas, WOR-TV New York, NARTB-TV board chairman; George B. Storer, Fort Industry Co., NARTB-TV director.**

FOLSOM, WARNER

On NBC Closed Circuit

FRANK FOLSOM, president of RCA, and Maj. Albert Warner of Warner Bros., were among the celebrities featured on a closed-circuit NBC telecast for the opening of the Warner Theatre (formerly the Strand) in New York, last Tuesday.

Telecast was seen at the Warner Theatre through RCA's instantaneous theatre TV system.

NBC REPORT

On 'Runover' Issued Monthly

A MONTHLY report service on "runover" commercial time in NBC television shows was initiated by the network last week, similar to NBC's reporting service on lengths of radio commercials.

Edward D. Madden, vice president in charge of television sales and operations, said the amount of time devoted to commercial messages in each TV program will be recorded by the program director, with a detailed report to be sent each month to the agency involved.

Where the commercial lengths prescribed by NBC's new radio and TV broadcast code are exceeded, elimination of the runover in subsequent programs will be requested.

The new code [BROADCASTING • TELECASTING, June 25] provides commercial messages limitations ranging in the case of evening programs, from one minute per five-minute show to six minutes in a 60-minute show. The limits apply to both radio and TV, but NBC noted that television is still developing and that accordingly on TV shows departures from the fixed limits may be allowed on a program-by-program basis.

Announcing the runover report service in a letter to TV advertisers and agencies, Mr. Madden said factors which NBC considered in fixing commercial-time lengths were:

(1) Public acceptance of the individual advertiser's message, as well as the advertising volume of the entire schedule; (2) proper balance between program content and advertising in individual time segments; (3) the ability of the medium to sell goods and services at economical cost.

He noted that a principal reason for TV's success is "public acceptance," and added: "In the interest of maintaining this vital quality . . . television must now adopt standards which are clearly defined and conscientiously followed . . . particularly . . . in relation to the length of time allowed for commercials."

Mr. Madden called upon advertisers and agencies to cooperate "in this effort to maintain the stature and effectiveness of a medium that serves us all so well."

WABD (TV) New York has acquired exclusive New York rights to Snader Telescriptions Corp. Library. Films are scheduled for regular half-hour evening showing starting this month. Liggett Drug Co. has signed as first sponsor.

URGES REVIEW

Wolverton Cites Color Rule

FCC should review its color TV decision now, Rep. Charles A. Wolverton, ranking member of the House Interstate Commerce Committee, said last week.

The New Jersey Republican said it was "unfortunate" that the FCC decision "has had the effect of denying to owners of television sets a system that could be utilized to receive broadcasts in color or plain black-and-white interchangeably."

Rep. Wolverton, chairman of the House committee when the GOP was the majority party in the 80th Congress, said the "advancement that has been made in this art now makes it possible to have a system that can be interchangeable." He added:

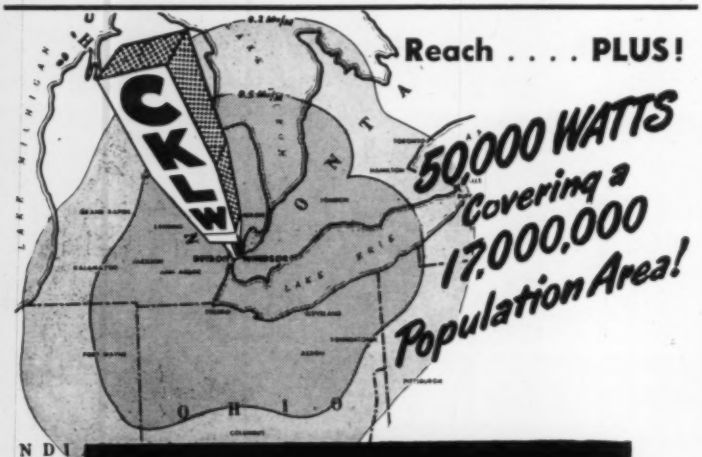
The sensible thing for the FCC to do under the circumstances would be to review the decision previously made to the end that the best possible system be made available to the public. Such action would be in the public interest.

The Congressman had printed in the *Congressional Record* an editorial of June 27 from the Washington *Daily News* entitled "Progress (?)." This editorial, citing the RCA color system and the NTSC proposed system which would offer compatibility [BROADCASTING • TELECASTING, June 4], concluded:

Since this [CBS opening commercial color] broadcast was such an exciting occasion for Mr. Coy, imagine what an exciting day it will be for all television set owners, and all television set makers and merchants who have had their businesses very badly hurt by the FCC's decisions, when Mr. Coy and his Commission finally catch up with scientific progress, officially recognize their "historic" boner, and at least permit a fair choice to be made between the two systems by submitting both to the final arbiter which must pay for television, namely, the public.

Canadian TV Delays

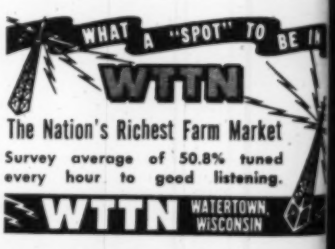
SHORTAGES OF MATERIALS and labor are now being stated by the Canadian government as the main reasons why Canadian Broadcasting Corp. is not hearing applications for TV station licenses. Revenue Minister J. J. McCann told Parliament June 29 that CBC had received 10 applications for TV stations from all parts of Canada except the Atlantic Coast provinces. Opposition member Donald Fleming, Toronto, stated that shortages of materials were not a sufficient reason for withholding TV station licenses. Shortages were blamed by Mr. McCann for probable further delays in TV stations at Toronto and Montreal.



CKLW with 50,000 watt power is hitting an audience of 17,000,000 people in a 5 state region. This mighty power, coupled with the LOWEST RATE OF ANY MAJOR STATION IN THIS REGION means that you get more for every dollar you spend in this area when you use CKLW—plan your schedule on CKLW now!

Adam J. Young, Jr., Inc.
National Rep.
•
J. E. Campeau
President
•
Guardian Building
Detroit 26

CKLW


WHAT A "SPOT" TO BE IN
WTTN
The Nation's Richest Farm Market
Survey average of 50.8% tuned every hour to good listening.
WTTN
WATERTOWN, WISCONSIN

JULY 9, 1951

TELECASTING

A Service of BROADCASTING Newsweekly

The Top Success Story of the Year!

Erie's only video outlet, WICU, and The Erie Dispatch cooperated to win the award of Colgate-Palmolive-Peet and NBC for the best merchandising promotion in connection with Colgate Comedy Hour.

It's not that we won over more than sixty other TV stations, it's what we did in showing how effective TV and newspaper tie-ins can move merchandise.

In the few days of the contest, more than 55,000 box tops were turned in by the 160,000 Erie people and the thousands of folks in the rich Tri-State area who watch the TV shows on WICU and subscribe to the famous Erie Dispatch.

For this one advertiser, WICU gave more than 600 promotional plugs, we ran more than 100 stories in The Erie Dispatch, we had a whole raft of merchandising tie-ins, we staged a civic parade and really showed what effective newspaper-TV cooperation can do.

Thanks for the award. We're going to win a lot more!

EDWARD LAMB, PRESIDENT

WICU is closely affiliated with WTOD, Toledo, Ohio and TV Station WTVN in Columbus, Ohio.

THE ERIE DISPATCH and WICU

how to save money in television... by watching the ball games

Comes the baseball season, and some people in advertising suddenly discover there's more to television than network programs. What they "discover" is something as old as broadcasting: *Spot program* advertising.

For those ball games you see on your screen are *Spot programs*. So is that homemaker show your wife watched yesterday. And that Western that had your kids digging spurs in the sofa. And that half-hour mystery show, and that feature-length film, etc.

Yes, *Spot programs* cover practically every form of television entertainment. They may be live or film . . . day or night . . . long or short . . . directed to the entire family, or to one specific member. They can be all these things – and much more. *Spot programs* can be your highway into successful television advertising.

For *Spot program* advertising saves you money. Compared to network rates, it saves you up to 19% for the same period . . . over the same stations. Saves you more than enough to take care of the extra film prints involved and their distribution to stations.

Spot program advertising saves you money in another way. You're never saddled with "must" stations, or minimum station requirements.

And you get more for your money with Spot. You're a more profitable customer to the stations. So stations clear time more readily . . . cooperate wholeheartedly.

If you'd like to know more about *Spot program* television advertising, just call any Katz representative. You, too, may find that in television . . .

you can do better with Spot. Much better.

THE KATZ AGENCY, INC. *Station Representatives*

NEW YORK • CHICAGO • DETROIT • LOS ANGELES • SAN FRANCISCO • ATLANTA • DALLAS • KANSAS CITY

A Service of Broadcasting Newsweekly

National Press Bldg. Washington 4, D. C.

JULY 9, 1950

BROADCASTING • TELECASTING
$7 annually, 25c weekly

TELECASTING

VIDEO ALLOCATIONS

FCC Opinion Seen Upholding Legality

LEGALITY of its pre-determined television allocation plan by rule-making procedure is expected to be sustained by FCC in an opinion to be issued early this week.

Such a decision, tentatively adopted by the Commission last week, was in preparation at staff level over the weekend and may be finally approved today (Monday).

The action will open the way for prompt consideration of further steps to expedite lifting of the three-year-old freeze on new station construction—steps which last week still were in the preliminary discussion stage and awaiting formal suggestion and support from the industry.

FCC a fortnight ago postponed until July 23 its scheduled hearing on city-by-city allocation proposals so the legality issue, argued before the Commission *en banc* June 28, might be finally resolved and ways to shortcut further lengthy proceedings investigated [BROADCASTING • TELECASTING, July 2].

NARTB to File

Such a suggestion was to be filed with the Commission late Friday, or is to be filed today (Monday), by the television branch of NARTB, asking that the city-by-city hearing be confined to a "paper" presentation and that oral examination be waived except in hardship cases determined by FCC on a case-to-case basis. Acting upon the approval of its TV board, NARTB expects additional petitions may be filed with the Commission to endorse the shortcut proposal.

Meanwhile, a warning went out last week to educators that they must act quickly to put into use those channels proposed to be reserved for their noncommercial use—"if and when" the Commission should make final its reservation proposal.

The admonition was given by FCC Vice Chairman Paul A. Walker in an address Friday in San Francisco before the delegate assembly of the National Education Assn., said to represent "the interests of about 800,000 teachers and 30 million pupils and students."

While acknowledging the vast educational potential of television if properly employed, Comr. Walker reminded his audience of educational leaders that "these channels cannot be reserved forever. He explained:

The FCC is under a Congressional mandate to allocate frequencies and regulate their "use" in the public interest. The radio spectrum is public domain. Clearly, it would not be in the public interest to permit frequencies to remain idle indefinitely where there has been no real plans or effort on the part of educators to apply for and use them.

This would be especially true in those communities where there is an evident demand on the part of other qualified applicants to provide television service where it is needed.

It is imperative therefore, that if and when the Commission makes final its proposed frequency allocations, educational organizations be ready to demonstrate by more than mere lip service their interest in establishing stations.

Careful and vigorous planning on national and local levels should begin promptly so that once the freeze is lifted educational television will be ready to move full speed ahead.

Ever since the Commission issued its third allocation proposal in March to provide for some 2,000 new VHF and UHF stations in more than 1,200 U. S. communities, including a 10% educational reservation [BROADCASTING • TELECASTING, March 26 et seq.], observers have noted an increasing trend toward finding a formula for an expeditious lifting of the TV freeze, first imposed Sept. 30, 1948. Public, Congressional and industry displeasure of the new-station ban already had long been felt.

The search for a shortcut has neared a climax during the past several weeks. The Federal Communications Bar Assn. and others who contested the lawfulness of the Commission's allocation plan during the oral argument June 28 pleaded for dismissal of the city-by-city hearing and commencement of hearings upon applications.

WRS Petition

Westinghouse Radio Stations Inc. in late June petitioned FCC to accept its further allocation testimony in written form in order to save time in the city-by-city hearing. WRS said its witnesses would be available for cross-examination, however, and asked the same privilege of other parties [BROADCASTING • TELECASTING, June 25].

Some felt this suggestion would key off additional support for cutting further legal procedure to the bone, but FCC so far has heard only informal comment.

One Commission source has indicated a paper hearing and shortcut plan can win approval only if it bears broad industry support, even though it would be lawful under the terms of the Administrative Procedure Act.

DuMont already has told the Commission it must have oral hearing on its national allocation plan, contending a paper presentation will not do it justice. Educational interests also are said to be in favor of an oral hearing.

In view of these dissents and the paucity of formal support or suggestion of proper shortcut methods, the Commission in some quarters is seen disposed to proceed with the formal city-by-city hearing even though it may attempt to hold it down to something like a six-weeks' session. Thus, all who want to be heard orally would be afforded due process. Cross-examination and rebuttle, however, would be expected to be held to a bare minimum. Earlier expert guesses on length of the final

(Continued on page 89)

FILM STUDIOS PREPARE

For Move to TV

DESPITE talk that the Hollywood film industry is not ready to get into television, there is hardly a studio that hasn't made a definite move in that direction, one way or another.

Major film studios, long time holdouts on selling their product directly to, or having any relationship with video, are gearing themselves for a fast move-in. Various affiliations or associations that tie-in with TV have been made within recent months and others are in the planning stages.

Republic Productions Inc. and Monogram Pictures have already leased some of their old features to television and each has signed the AFM standard 5% agreement. Republic has set up its own sales subsidiary, Hollywood Television Service Inc., and announced that a huge backlog of old Westerns and feature films is available to video on a license-rental basis. Monogram eventually will set up its own sales department. Republic, in addition, is offering rental space to independent TV film producers [BROADCASTING • TELECASTING, June 25].

Universal-International Pictures' subsidiary, United World Films, besides making TV trailers for U-I motion pictures, also is negotiating with Ruthrauff & Ryan Inc. to film *Mayor of the Town* for video. UWF both produces and distributes for television.

Warner Bros. Action

Warner Bros., which helped in the development of RCA's big screen unit, and subsequently bowed out, is making some 600 story properties available to television as well as other motion picture production companies. Warner Bros. also is selling 30 acres adjoining its Burbank studios to NBC as part of the network's projected $25 million radio-TV center. The agreement with Warner Bros. assertedly involves a working agreement for use by NBC-TV of sound stages and other facilities of the film studio [BROADCASTING • TELECASTING, June 25].

Paramount Pictures Corp., tied with video in a variety of ways, reportedly will shortly offer many of its old motion pictures for television showing.

This is the only film studio that has actually pioneered in the development of television. Besides a 29.5% stock interest in Allen B. DuMont Lab. Inc., Paramount owns and operates KTLA (TV) Hollywood through subsidiary Paramount Television Productions Inc. The station also produces and syndicates kinescope films daily to some 40 other TV outlets nationally through Paramount Television Network.

The film company entrenched itself still further recently by becoming a substantial stockholder in International Telemeter Corp. [BROADCASTING • TELECASTING, June 4]. Telemeter will manufacture a device whereby motion pictures and other entertainment can

(Continued on page 88)

Telefile: WMAL-TV

Capital Outlet's Progress Reflected in Expansion

IN THE four-station Washington television market, WMAL-TV boasts that it is the only one of the quartet with its own specially designed studio-office quarters.

As the Washington *Star*-owned outlet approaches the end of its fourth year of telecasting, it is spreading out over a new 35,000-foot headquarters that has all the room and all the facilities that General Manager Kenneth H. Berkeley and his staff are likely to need—for the next several years, at least.

WMAL-TV is housed in what once was Chevy Chase Ice Palace, haven for thousands of Washington ice skaters. This uptown site, some four miles from the Capital's business center in the fashionable Connecticut Ave. apartment belt, is an engineer's fondest dream come true and a producer's delight.

General Manager Berkeley and his 100-plus employes like to talk about some of WMAL-TV's "firsts." These include: First station in the United States, not excepting networks, to announce a seven-night-a-week schedule; first station in the country to telecast on the upper band (Channels 7-13); first station in Washington to start daytime programming on a regular basis.

When WMAL-TV took the air Oct. 3, 1947 as the Capital's third TV outlet the station was wedged into the overcrowded offices of WMAL on the second floor of the Trans-Lux Bldg., where NBC's radio (WRC) and TV (WNBW) offices are housed. Executive, sales and engineering personnel served both radio and television, sitting in each others laps and threading among desks and gadgets snugly fitted into scant space.

* * *

IN Washington's crowded downtown, where a square foot is more precious than a pork chop, WMAL-TV snatched a small suite of the Commonwealth Bldg. for studio use. Films studio and master control operated at the transmitter, located several miles to the northwest on the campus of American U. Easing the space problem slightly was an arrangement by which NBC's Washington engineering staff handled some of WMAL's engineering under contract.

The Ice Palace site was picked after the whole area had been thoroughly scanned in an effort to meet the acute needs of a fast-growing TV operation. A 15-year lease was signed in July 1950. Construction was started immediately and by October a temporary studio had been set up at the new site though the downtown studios were still used because the station has a heavy list of local pickups, including shows back-to-back at frequent intervals.

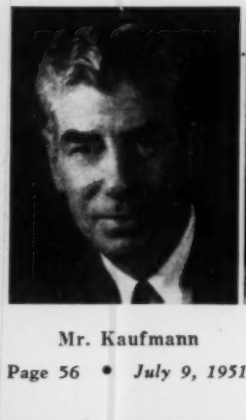
TV production and office personnel moved into the new television center last February and all broadcast operations were concentrated there despite the clatter of construction gangs. The Commonwealth Bldg. studios were thereupon closed.

Completion of the construction phase of the operation is still a long ways off but WMAL-TV is getting along nicely, if somewhat frantically, during the downtown-uptown phase much to the delight of the Capital taxicab industry.

The new quarters are vast and efficient. Minus pillars, the ice rink gave architects and engineers wide open spaces and high ceiling space. Into this area they fitted two large television studios and an auditorium. The rink's balcony was utilized for control and sponsor viewing rooms. Studio B went into operation first. It is 30x50 feet and has a permanent set for Ruth Crane's *Modern Woman* program, including complete operating kitchen, living room and similar gear.

Studio A is much larger, 40x70

(Continued on page 84)



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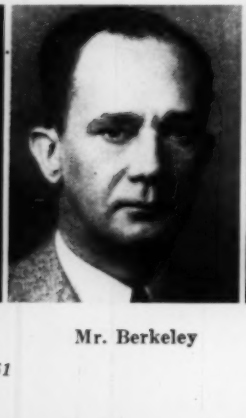
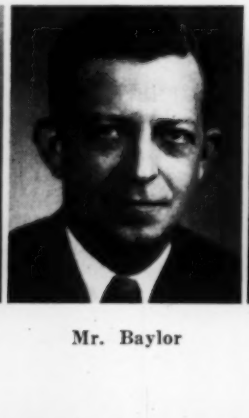


Mr. Berkeley



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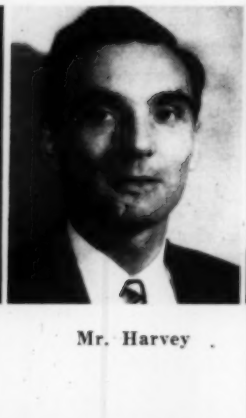
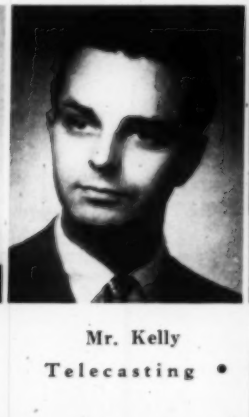


Mr. Harvey



Mr. Kelly

Mr. Hoskinson

KFI-TV, WLAV-TV

Sales Pacts Finalized

FORMAL application for approval of General Tire and Rubber Co.'s $2,500,000 - acquisition of KFI-TV Los Angeles from Earle C. Anthony Inc. was tendered for filing with FCC last week [BROADCASTING • TELECASTING, June 11].

Meanwhile, the contract for purchase of WLAV-TV Grand Rapids, Mich., by Harry M. Bitner Sr. and associates for $1,400,000 from Leonard A. Versluis was forwarded to Washington counsel last week for preparation of transfer papers following formalization by the principals [CLOSED CIRCUIT, May 14]. The Bitner group operates WOOD Grand Rapids and WFDF Flint as well as WFBM-AM-TV Indianapolis.

Transfers to Don Lee

The KFI-TV application requests approval for transfer of the TV outlet from the Earle C. Anthony interest to Thomas S. Lee Enterprises Inc. doing business as Don Lee Broadcasting System, now owned by General Tire and recently merged with General Tire's Yankee Network [BROADCASTING • TELECASTING, May 14, April 16]. Mr. Anthony will retain KFI-AM, NBC outlet and 50 kw clear channel station on 640 kc.

Only personnel changes indicated by General Tire in the application for KFI-TV at the present time involve the posts of comptroller and chief engineer. J. W. Cunningham, present KFI-TV comptroller, is to be succeeded by A. M. Quinn, Don Lee secretary-treasurer, and Curtis W. Mason, KFI-TV chief engineer, is to be replaced by Walter Carruthers, Don Lee vice president in charge of engineering.

Other station executives given in the application included: George Whitney, general manager; Haan J. Tyler, manager; Kenneth C. Higgins, program manager; John Bradley, sales manager, and Charles E. Hamilton, director of public service.

In addition to KHJ Los Angeles, Don Lee owns and operates KFRC San Francisco and KGB San Diego. The Yankee Network division operates WNAC-AM-TV Boston, WEAN Providence, WICC Bridgeport, WONS Hartford and WGTR (FM) Worcester.

KFI-TV is assigned Channel 9.

The transfer application disclosed the net income of the Yankee Network for the fiscal year ending Nov. 30, 1950, was $464,667.39, before taxes. A net operating deficit of $258,134.16 was reported for the previous year.

Don Lee net before taxes for the 1950 calendar year was reported as $1,041,153.26. Net for 1949, before taxes, was given at $888,369.87.

The KFI-TV transaction includes property rights in Hollywood and Mount Wilson, the latter also subject to approval by the U. S. Forestry Dept.

Includes Inter-City Relay

The WLAV-TV sale, in addition to several property rights, also includes the inter-city radio relay constructed by Mr. Versluis to Chicago to provide network service to Grand Rapids. The purchase price, $1,382,067.93, is to be paid at closing date in cash amount of $375,000 plus payment of certain equipment obligations, and notes for a total of $925,000 to run at 4% per annum through December 1963.

Gross billings of WLAV-TV for February, after deductions for agency commissions, rebates and frequency discounts, were reported to total not less than $41,000 with March reported not less than $51,000.

Mr. Versluis retains WLAV-AM, an ABC outlet on 1340 kc with 250 w fulltime.

EXAMINING a developmental TV tube at General Electric's cathode ray plant in Syracuse, N. Y., are (l to r) K. C. DeWalt, manager, cathode ray tube division; Gerard Swope, honorary GE president, and Dr. W. R. G. Baker, vice president and general manager of the electronics department.

MARCH OF TIME

Movie Series to Be Ended

MARCH OF TIME is ending the production of its theatrical "March of Time" movie series this fall with the completion of its 16th year. It will devote the major part of its creative facilities to TV productions, Roy E. Larson, president of Time Inc., announced Thursday. Rising costs made the move necessary, Mr. Larson said, despite increased sales of this year's "March of Time" releases.

In his announcement, Mr. Larson noted that "our company has been increasingly active in recent years in developing and producing programs for television and the March of Time facilities are admirably suited for the new medium. In addition to the *Crusade in Europe* series, which won many awards, we've produced *March of Time Through the Years*. We are now producing *Crusade in the Pacific*, a companion series to *Crusade in Europe*, and have various other special projects in the investigative, planning or production stages."

Pet Milk Sponsorship

PET MILK Sales Corp. will be one of three sponsors of the new *All Star Revue*, Saturday, 8-9 p.m., over NBC-TV. The new comedy program which begins in the fall features Jimmy Durante, Ed Wynn, Danny Thomas and Jack Carson on a weekly-rotating schedule. The agency for Pet Milk is Gardner Adv. Co., St. Louis.

VIDEO IN '55

How Big? What Will It Cost?

HOW BIG will television be and how much will it cost in, say, 1955?

The wide differences of viewpoint on the answers to such highly "iffy" questions are reflected in predictions ventured by two men whose prophecy carries much weight in the television field—Edward D. Madden, vice president in charge of television operations and sales of NBC, and Rodney Erickson, manager of radio and television operations of Young & Rubicam.

Mr. Erickson told a client meeting in St. Louis a short time ago that a half-hour network show in 1955 will cost in the neighborhood of $3 million in time and talent for 52 shows a year, as against about $2.1 million now.

Mr. Madden told the Washington (D.C.) Advertising Club, last February, that NBC estimates an evening half-hour show's average time, talent and production costs will go from $19,000 now to $50,000 in 1955—or from $988,000 to $2.6 million on a 52-week basis.

Mr. Erickson was estimating in terms of a 125-station network; Mr. Madden's figures assumed delivery of the program to the nation's top 58 markets.

Mr. Madden estimated that in 1955 there will be 27 million television homes, or 81 million viewers. Mr. Erickson was assuming 35 million TV homes, or 105 million viewers.

★

Other predictions:

Mr. Madden: "A 15-minute segment of afternoon time on NBC today is $5,000. This includes time, talent and production charges. In 1955 we estimate it will cost $14,000 per week for this 15-minute program once a week in the 58 largest markets in the country."

Sees $5 Million Cost

Mr. Erickson: A one-hour dramatic show in 1955 (125-station network) will cost $5 million on a 52-week basis as compared with $3.4 million now; the cost of a nighttime quarter-hour news strip, five times a week, will go from $4.6 million for 52 weeks now to $6 million in 1955.

Where will the money come from?

Mr. Madden thought "new" TV money "will come from several sources"—including "more advertisers with $2 million budgets" (he had counted 77 who spend $2 million or more in all media); a "goodly share" of an estimated $585 million gain in overall national advertising by 1955, and increases in TV appropriations as TV's sales effectiveness is demonstrated.

Mr. Erickson took the view that, although TV costs are going up, TV's selling power will be more than enough to convince advertisers that it's worth it, and that they will continue buying TV time—using, if necessary, some of the money they now are putting into other media.

Mr. Madden, who emphasized that his predicted rise in TV costs still meant a lower cost-per-thousand than television offers today, also made plain that he felt that "today and for some time to come in the future, there is no other way for the advertiser to achieve, over a period of time, the maximum of 100% family coverage except by the companion use of radio and TV, and at the lowest cost."

He felt that "rather than take radio money to go into TV, advertisers would be better advised to use them both—in companion selling. Use television for its impact in the largest markets. Use radio to reach the non-TV homes in those markets—and more importantly, to achieve truly national coverage."

REACTIONS TO UHF

Easy Conversion Seen

TELEVISION can leap upstairs into the UHF range without even breathing hard, according to enthusiastic comments made last week by industry and government leaders who saw UHF demonstrations June 29 at Bridgeport and New Haven, Conn. [BROADCASTING • TELECASTING, July 2].

Eight manufacturers showed converters to enable present VHF sets to receive UHF transmissions. Some of the receivers were demonstrated at Bridgeport, slightly less than five miles from the transmitter of KC2XAK, the experimental UHF station that NBC has been operating, and observers pronounced the reception as good as and perhaps better than VHF reception.

Later four of the manufacturers demonstrated receivers with UHF converters at New Haven, some 18 miles from the station, and although the picture was said to have been inferior to that received at Bridgeport, it was regarded as completely satisfactory.

Low Power Cited

It was pointed out that KC2XAK was using only 15 kw radiated power, "a far cry," as one broadcaster put it, from the 200 kw maximum proposed by the FCC.

Similar demonstrations may be undertaken in other locations.

Glen McDaniel, president of the Radio-Television Mfrs. Assn., sponsor of the Bridgeport-New Haven showing, said last week he was canvassing the transmitter situation to find out whether adequate UHF facilities existed elsewhere.

He said that on the basis of as yet incomplete information he thought that in New York, Chicago and San Francisco there were UHF transmitters that could be used for demonstrations like that of June 29.

Though FCC members and staffmen attending the Bridgeport demonstrations asked that newsmen be excluded from the showings while the official party was viewing, FCC Chairman Wayne Coy's open enthusiasm made it clear the Commission people liked what they had seen.

Mr. Coy not only voiced a hope that RTMA would make the UHF converter demonstration into a "road show," so that more prospective telecasters could see it, but said that to do so might shorten the road to lifting of the TV licensing freeze.

He said it was "quite clear that there's a good product available for the American people," and that the public can now be told that "here is a service that is excellent and in some ways superior to VHF."

Although they would not comment directly, others in the FCC party appeared to have been well impressed by the eight-company demonstrations.

Mr. McDaniel said last week he was sure that manufacturers would be eager to "take the show on the road" if adequate UHF transmitting facilities could be found.

One broadcaster, now a VHF TV operator, said last week that the Connecticut demonstration convinced him that it was "probable UHF is the program service the majority will receive, if skeptics will take the gamble on UHF."

Eight Show Units

Although asking not to be named, this broadcaster said he believed that "for a cost of from $10 to $40 most TV sets can receive UHF at reasonable distances."

Eight manufacturers, Capehart-Farnsworth, Crosley, General Electric, Hallicrafters, Philco, RCA Victor, Stromberg-Carlson and Zenith, showed converters. Estimates as to retail prices of the devices ran from $10 to $50, with the price generally determined by the range of the UHF band covered.

During part of the Bridgeport demonstration, VHF sets that were receiving signals from New York developed severe interference which engineers reported was caused by diathermy machines. The UHF converted sets were not at all disturbed.

Engineers said at the time that UHF was less susceptible to man-made interference than VHF, and they speculated that such a characteristic would be an advantage in cities, where much interference of that kind exists.

Idea Not New

The idea of a wider demonstration of UHF converters to broadcasters had been broached by RTMA even before Mr. Coy suggested a "road show." The proposal has been taken up with NARTB officials, looking toward a demonstration at an early broadcasters' convention, it was learned.

The FCC group included, in addition to Chairman Coy and Comrs. Paul A. Walker, Rosel H. Hyde, George E. Sterling and E. M. Webster, the following staff executives: Benedict P. Cottone, general counsel; Virgil Simpson, then acting chief engineer; William Boese, acting chief of the Technical Information Division; Wilmar Roberts of the Laboratory Division; Cyril Braum, chief of the Television Division, and Joe Brenner, FCC's Los Angeles regional attorney.

CROSLEY'S color converter which was demonstrated to New York dealers and newsmen fortnight ago [BROADCASTING • TELECASTING, July 2]. The converter is tuned through the standard receiver, Crosley explains, but separate dials on the right are used to control color brightness, focus hold and contrast. The unit uses a 10-inch screen with a magnifier, which brings the color picture up to 12½-inch size. Converters will be put into production when public demand and hours of color telecasting warrant the move, Crosley officials said.

ATTRACTIVE Evelyn Miller of Syracuse demonstrates General Electric's new UHF translator which was shown to FCC officials, manufacturers and others June 29 in Bridgeport, Conn. [BROADCASTING • TELECASTING, July 2]. The unit, which GE says can be used with any TV set, provides continuous tuning, covering the UHF band from 475 to 890 mc.

* * *

SPORTS COLORCAST

CBS Will Carry Horse Races

COLOR television will move into the sports field via the horse races, starting next Saturday, CBS announced last week.

The network said it would colorcast the fourth, fifth and sixth races at the Monmouth Park Jockey Club, Oceanport, N. J., on successive Saturdays from July 14 through Aug. 4, from 3:45 to 5:15 p.m.

Rounding out its second week of regular commercial color TV operations, CBS also pointed out that the turf programs will mark the first use of remote pickups in color since the service left the "experimental" stage.

That the network also would like to use collegiate football as a tool to whet public appetites for color TV, particularly in view of National Collegiate Athletics Assn.'s stand against widespread black-and-white telecasting of games, has been known for some time [CLOSED CIRCUIT, June 4], but spokesmen said last week that arrangements were still incomplete.

The negotiations with NCAA, it was understood contemplated colorcasting the complete schedule of one team in the New York area.

While CBS proceeded with its colorcasts on a two-a-day basis, RCA continued with plans to commence New York showings of its own, compatible color system today (July 9). These showings will be on an experimental basis and are slated for expansion with networking to stations in other cities at a later date.

Columbia's own color promotion is scheduled to be carried to Chicago next week with four days of demonstrations by CBS, CBS-Columbia Inc. (set manufacturing division), and Columbia Records Inc. at the National Assn. of Music Mfrs. annual show. The demonstrations will be held July 16-19 in the auditorium of WBBM Chicago.

In New York, three department stores are now carrying daily demonstrations of CBS color—Gimbel Bros., Abraham & Straus, and Kertz. It was estimated that 2,000 persons saw the first pickups at the three stores.

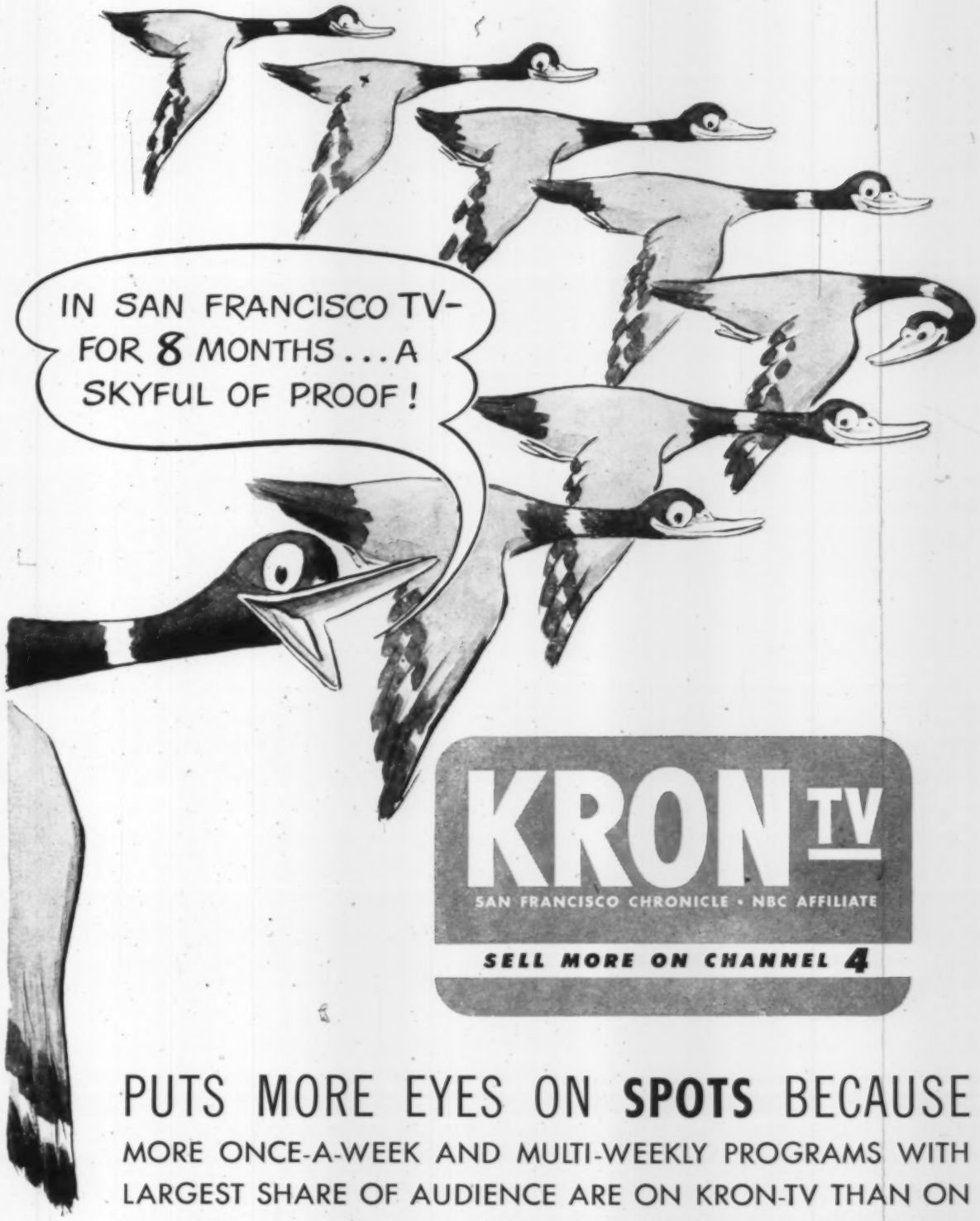
The CBS daily shows, 30 minutes each, are at 10:30 a.m. and 4:30 p.m. They are unsponsored.

To Seek UHF

WAVZ New Haven, Conn., will apply for a UHF television channel as soon as the construction freeze is lifted by FCC, according to an announcement by Victor W. Knauth and Daniel W. Kops, owners. The formal statement from WAVZ pointed out "it was inevitable that the men who have provided another source of news in a city dominated by newspapers under single ownership should see to it that there would also be another source of television entertainment."

NBC-TV Names Glenn

JAMES A. GLENN, photographic engineer and consultant, has been appointed manager of the newly formed special effects department of NBC-TV. Mr. Glenn, supervisor of all photographic activities of the Army (excluding the Air Force) during World War II, has designed special equipment and techniques for various industries and governmental agencies.



KRON TV

SAN FRANCISCO CHRONICLE • NBC AFFILIATE

SELL MORE ON CHANNEL 4

PUTS MORE EYES ON **SPOTS** BECAUSE

MORE ONCE-A-WEEK AND MULTI-WEEKLY PROGRAMS WITH LARGEST SHARE OF AUDIENCE ARE ON KRON-TV THAN ON THE OTHER TWO SAN FRANCISCO STATIONS **COMBINED!**

(as shown by PULSE reports for last 3 months of 1950 and first 5 months of 1951)

Represented nationally by FREE & PETERS, INC. . . . New York, Chicago, Detroit, Atlanta, Fort Worth, Hollywood. KRON-TV offices and studios in the San Francisco Chronicle Bldg., 5th and Mission Sts., San Francisco

AT STARTING line for cross-country promotion in behalf of *Amos 'n' Andy* TV show are (l to r) Robert N. Ekstrum, WTCN-TV Minneapolis-St. Paul sls. mgr.; F. C. Verbest, pres., Blatz Brewery, sponsor; William H. Weintraub, pres., Weintraub agency; Sherman K. Headley, dir. TV opr., WTCN. Twin Cities was first market visited by program's troupe.

VICTOR BORGE (c), star of Kellogg's *Victor Borge Show* on NBC-TV, gets achievement award from Chicago Musical College from (l to r) Mrs. Winefred Loggans, Home Economics Services; Dr. Hans Rosenwald, college's dean; Ralph Olmstead, v.p. in charge of adv., and E. T. Swan, pres., Kellogg Sales Co.

HOLDING $100 check for WDSU-TV New Orleans' placing fourth in Colgate-Palmolive-Peet Co. nationwide merchandising contest is station's prom. mgr., Marion Annenberg. Louis Read (l), station's coml. mgr.; D. H. Guillot (2d r), dist. mgr., soap dept., C-P-P, and R. J. Martiny, firm's dist. mgr., admire plaque.

TALKING video advertising at Cincinnati showing of new NBC Hofstra study are (l to r): John T. Murphy, dir. TV oper., Crosley Broadcasting Corp.; Kathryn Hardig, radio-TV dir., Ralph Jones Adv. Agency, and George Frey, v. p. of TV network sales, NBC.

AWARD for best television advertising goes to Lee Ringer (r), pres., Ringer & Assoc., Los Angeles ad. agency (for Le Roy's Jewelers). Award given at 20th annual conference, National Adv. Agency Network, Chicago, by Howard Peck, Hoffman & York, Milwaukee.

TECHNICAL aspects of television gets the Worthington Miner touch at WBNS-TV Columbus, Ohio. Discussing the production field are (l to r) Bill Turner, station's art director; Mr. Miner; Harlow Lucas, supervisor, studio and mobile operations; Richard A. Borel, TV dir., Dispatch Printing Co., station owner. Mr. Miner, CBS-TV producer, was guest of honor at luncheon given by station.

COMPETITION OF TV

Papers Should Be 'Realistic'

NEWSPAPERS should be "realistic"—but not "panicky"—about the competition of television, according to Harold S. Barnes, director of the American Newspaper Publishers Assn.'s Bureau of Advertising.

Speaking before the summer meeting of the Newspaper Advertising Executives Assn. at Denver, Mr. Barnes conceded that TV "probably" is "the best alibi a salesman ever had." But, he added, although "we don't want to be complacent about [it], at the same time we shou'dn't see things that aren't there."

He continued:

"I'm sure we'd all be better off if—for the next 12 months—we paraphrased the three Chinese monkeys and thought no TV . . . heard no TV . . . and spoke no TV. Especially the latter.

Sell on Merits

"We'd be better off to concentrate on selling the merits of our own medium."

Answering contentions that newspapers' days were numbered, Mr. Barnes noted that similar predictions were made for magazines and newspapers with the advent of radio. At the 1933 low point, he said, outdoor advertising, magazine and newspaper business were down $36 million, $100 million, and $115 million, respectively, as compared with 1929.

"That's a total loss of $251 million," he said. "All due—so we were told—to the invasion of radio."

But radio's gain for the same period was not an equivalent $251 million, but $13 million, he said. "The real villain was old man depression," he asserted.

"So it will help us, I believe, to look a little bit deeper than the gains or losses of a particular medium," Mr. Barnes continued. "We should examine those gains or losses in relation to the entire picture.

Let's remember, for instance, that so far the phenomenal gains of TV have not been made at the expense of the other major media. We're in an expanding economy. The total advertising expenditure is rising.

Volume Tripled

Last year television (network and spot combined) tripled its volume over 1949. It registered an increase of $36 million.

But at the same time newspapers gained $54 million—magazines $24 million—and even doomed AM radio increased $15 million.

Mr. Barnes said a report from "A medium-sized paper" indicated that (1) "just under half the national accounts that were in the paper in 1949 did not run in 1950"; (2) "42% of the national accounts in the paper in 1950 did not run the preceding year"; (3) "The average schedule used by national advertisers in 1950 was 3,089 lines."

The 3,089-line schedule, he said, represented an expenditure of $1.11 per thousand families per year. In contrast, he said without indicating the basis of his computations, a five-times-a-week daytime radio program would cost about $1.50 per 1,000 families per broadcast, while "in TV a figure of $15 per 1,000 families—also per broadcast—is considered quite affordable."

SALES BOOST

Stopette Lauds Video

TELEVISION was a "wonderful break" for Stopette, Earle Ludgin, president of the Chicago agency of the same name, said Monday in outlining the rapid growth of Jules Montenier Inc., which manufactures the spray deodorant. Mr. Ludgin, speaking to members of the newly-formed Advertising Club of Chicago, said TV has been a "good" medium for the product because the major selling point—the spray action—could be demonstrated.

Move 'On Faith'

Stopette has sponsored *What's my Line* on CBS-TV weekly since last fall, and was alternate-week sponsor with Toni several months before that. The move to weekly sponsorship was made "on faith," Mr. Ludgin said, because TV at that time "hadn't shown itself to be a major advertising medium." He pointed out that the use of network television made it possible for the agency to concentrate on bigger markets.

A four-year-old product, Stopette was the first anti-perspirant to make use of a spray and a pliable, plastic container. It also pioneered last year in continuing its advertising throughout the fall and winter months, despite industry precedent of advertising only during warm and hot months.

Mr. Ludgin said "the most important thing about the Stopette story is that it could happen—that a man with an idea and courage could build an enterprise in a highly competitive field and carve out an important part of that field for himself."

Dr. Montenier, a Swiss chemist, developed the product himself and designed the spray and the plastic bottle. He was described as a "good client" by Mr. Ludgin, who said "an advertising agency can only produce good copy for a good client."

Canadian Receiver Sales

SALES OF television receivers in Canada in the first five months of 1951 totalled 19,577, valued at $19,752,979, according to the Radio Mfrs. Assn. of Canada. This brought total sales of TV receivers in Canada to $27,029,562 at the end of May 1951.

FCC UPHELD

In WJAX-TV Case

FCC's refusal of additional time to the City of Jacksonville for the construction of WJAX-TV has been affirmed by the U. S. Court of Appeals for the District of Columbia.

Case also involved a petition earlier this year in which the city sought to delay the FCC's hearing on proposed city-by-city allocations, contending that if the proposals were made final the Channel 2 originally granted to WJAX-TV would no longer be available [BROADCASTING • TELECASTING, May 21]. The court at that time decided to withhold a ruling on the stay order petition and said it would decide the earlier appeal in time to obviate need for action on the petition.

The earlier appeal was the outgrowth of a Channel 2 construction permit granted Aug. 8, 1948, to the city, which also is licensee of WJAX. In May 1949 extension of the construction permit was denied and after subsequent hearing and oral argument, the FCC issued its final decision July 26, 1950, denying the extension.

SAG SELECTED

By Hollywood TV Actors

AN OVERWHELMING vote last week won for Screen Actors Guild jurisdiction over actors employed by six Hollywood television film production units, following an NLRB election. The nine to one vote brought a settlement of one phase of the bitter jurisdictional dispute over actors in television films that has been raging for approximately two years between that guild and Television Authority, starting even before TVA was officially formed.

The next phase of the two-way dispute will be settled following NLRB elections at 10 New York film companies [BROADCASTING • TELECASTING, July 2].

The six Hollywood studios involved in the elections were Apex Films, Bing Crosby Enterprises, Cisco Kid Pictures, Hal Roach Studios, Jerry Fairbanks Inc., Flying A Pictures. Over 80% of the actors eligible to vote took part in the elections, conducted by mail under supervision of George Yager, NLRB officer.

SAG also proved victorious in three additional elections uncontested by TVA. These elections, deciding between SAG or "no union," were among actors employed by three motion picture producers' associations.

RCA Engineering Products Div., Camden, announces two new "Custom Standard" RCA Antenaplex systems are now available. The new systems are designed to meet master television antenna needs of small hotel, apartment house, store, school or office buildings.

THIS is just part of the typical crowd that daily has jammed the lobby of the new Sunpapers building in Baltimore to watch the CBS colorcasts over the paper's WMAR-TV Baltimore. The station has been carrying the shows in the morning and afternoon, with an average of 150 persons crowding the lobby at every showing. WMAR-TV reports that reaction to the colorcasts has been favorable.

MIAMI SCHOOL

Files Station Application

NEW non-commercial educational television station application was filed last Tuesday at the FCC. In it, the Lindsey Hopkins Vocational School of the Dade County Board of Public Instruction, Miami, Fla., revealed plans for construction at an estimated $201,000 cost.

Applicant, which also is licensee of WTHS, non-commercial FM outlet in Miami since 1949, is seeking TV Channel 2 with power of 16.32 kw visual and 8.16 kw aural. FCC already has proposed reservation of Channel 2 in that area.

The school, in filing comments on the proposed allocation plan last May 7, stated intention to make its facilities available to "all other recognized educational agencies within the area." Applicant added that it would train school and educational personnel in the use of TV as well as training for vocational purposes and provide the industry with "a continuing source of well-trained and skilled personnel."

Programs for formal class room use would be developed, it was said, along with programming for continuing adult education in the homes and other shows of benefit to the community.

The $201,000 estimated construction cost included $90,000 for transmitter, $68,000 for studio technical equipment, $18,000 for antenna system, $10,000 for monitors, $5,000 for buildings acquisitions, and $10,000 for contingencies. There is no cost for land.

Proposed transmitter location is 1410 N.E. Second Ave., Miami. A three-bay General Electric antenna system would include 100-foot towers on the Lindsey Hopkins Vocational School Bldg.

Vernon Bronson, chairman of the radio committee for the applicant, would be station director of the TV outlet. Herbert Evans, to be consulting engineer on construction, would be the station's chief engineer.

Personnel also would include two film operators, four remote operators, two program directors, one film director, and a librarian.

MORNING SHOW

NBC to Feature Vallee

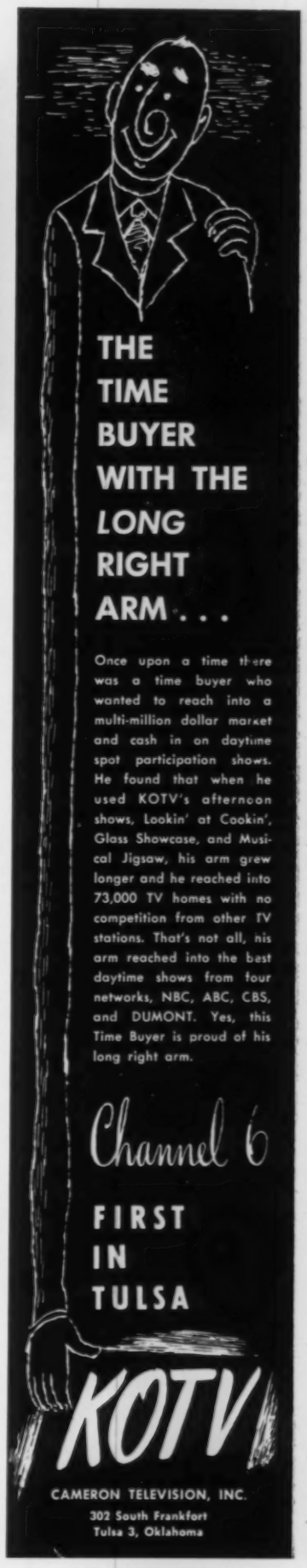
RUDY VALLEE, NBC's pioneer radio crooner, will be featured on NBC's initial morning TV program, scheduled to start in the fall, Sylvester L. (Pat) Weaver, NBC vice president in charge of television, announced last week.

Mr. Vallee will head a list of musical, comedy and dramatic features on the one-hour variety program (11 a.m.-12 noon, Monday-Friday).

In announcing inauguration of morning network programming, Mr. Weaver said: "Just as Kate Smith revolutionized viewing habits for television in the afternoon, so do we expect that Rudy Vallee will completely change the face of morning viewing. We are planning a full hour of outstanding variety entertainment to support Rudy, and expect that he will become one of television's truly great new stars."

'No Comment'

"NO COMMENT" was only comment both FCC Chairman Wayne Coy and RCA officials had to offer last week following Comr. Coy's inspection of the tri-color tube developed by RCA at its Lancaster, Pa., plant. FCC was not present at RCA's unveiling of the tube in Washington in early 1950.


THE TIME BUYER WITH THE LONG RIGHT ARM . . .
Once upon a time there was a time buyer who wanted to reach into a multi-million dollar market and cash in on daytime spot participation shows. He found that when he used KOTV's afternoon shows, Lookin' at Cookin', Glass Showcase, and Musical Jigsaw, his arm grew longer and he reached into 73,000 TV homes with no competition from other TV stations. That's not all, his arm reached into the best daytime shows from four networks, NBC, ABC, CBS, and DUMONT. Yes, this Time Buyer is proud of his long right arm.
Channel 6
FIRST IN TULSA
KOTV
CAMERON TELEVISION, INC.
302 South Frankfort
Tulsa 3, Oklahoma

YESTERDAY
and
TODAY
in
Central Indiana
at
WFBM-TV
"First in Indiana"

•

Yesterday . . . .

On May 30, 1949 there were 2500 Sets in WFBM-TV's coverage area.

Today . . . . there are

148,000

Sets in use in WFBM-TV's coverage area

In planning your TV coverage remember to TAKE A CLOSE LOOK at the Central Indiana Market—COMPLETELY COVERED by WFBM-TV.

Represented nationally by The Katz Agency Inc.

WFBM-TV

Channel 6

"First in Indiana"

telestatus

Alternate Week Programming Surveyed by Advertest

(Report 171)

MAIN disadvantage to alternate week programming is the difficulty of viewers to follow the schedule, according to Advertest Research's latest survey, "The Alternate Week TV Program."

The survey is part of the firm's study, *The Television Audience of Today*, and was compiled during the period June 4-15, employing personal interviews with 770 viewers in television homes throughout the New York area.

It set out to find viewers' general opinions and reaction to current alternate week programs and get comparisons with weekly programs.

Advertest found only 42% could name one alternating week program, without getting aid; 40% know in advance of a performance which alternate of a pair will be presented.

Newspapers were the best source material for viewers to put their finger on the program although 37% went without the program because they didn't know it was being aired.

Some 41% saw advantages in alternate programming, many of them citing improved quality. The 32% who indicated disadvantage thought so because of the problem of keeping up with the schedule.

A large majority (68%) liked weekly programs because they could follow them easily.

Actual viewing ranged as high as 72% to a low of 6% for six pairs of current alternating programs surveyed by Advertest. The pattern of viewing preference was diversified, some pairs getting a high percentage of audience, others a small joint audience. The weaker of the two programs at times drew a larger audience because of the greater popularity of its companion, it was found.

More than one-third of respondents don't watch any program pairs. But 64% watch at least one pair of alternate week programs.

Identification of sponsor also varied with a reported high of 87% to a 6% low. Average for six pairs was 38%. Weekly program average varied with a viewing high of 74% to a 15% low with the average for 12 weekly programs at 44%.

* * *

WTOP-TV Washington Sets New Rates

WTOP-TV Washington, *Washington Post*-CBS station, has issued Rate Card No. 2, now in effect, which sets Class A time in the one-hour classification at $550. Class B rate is $367 and Class C, $275, the station announced. WTOP-TV said this was its first rate change since Aug. 1, 1950.

* * *

Videodex Releases June Report

LATEST Videodex report, covering 63 markets for the period June 1-7, showed *Texaco Star Theatre* as the leading program in number of homes and percent of TV homes. The top 10 shows were listed as follows:

	Percent of TV Homes
1. Texaco Star Theatre (60 cities)	52.6
2. Comedy Hour (58)	43.1
3. Talent Scouts (22)	39.9
4. Your Show of Shows (61)	36.5
5. Fireside Theatre (53)	35.4
6. You Bet Your Life (59)	33.1
7. Philco Playhouse (56)	32.8
8. Martin Kane (60)	32.0
9. Studio One (49)	31.9
10. Wayne King Show (10)	31.9

	Number of TV Homes in Thousands
1. Texaco Star Theatre (60)	6,447
2. Comedy Hour (58)	5,161
3. Your Show of Shows (61)	4,532
4. Fireside Theatre (53)	4,148
5. You Bet Your Life (59)	4,020
6. Philco Playhouse (56)	3,916
7. Martin Kane (60)	3,894
8. Studio One (49)	3,686
9. Talent Scouts (22)	3,606
10. Godfrey and Friends (49)	3,541

* * *

Programs Hours Up; Ratings Decline—Ross

SIX New York TV stations in May telecast 516 hours, 45 minutes of video programs, a gain of 93 hours, 15 minutes from a May week in 1950, according to an analysis made by Ross Reports on television programming. Explanation for the increase, Ross found, lies in feature films, which had over 50 hours a week more air time this year than last (114¾ hours to 62¼) and in daytime women's programming, which rose from 94 hours to 117½ hours a week in the year's time. Sports

(Continued on page 68)

Weekly Television Summary—JULY 9, 1951, TELECASTING Survey

City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	8,600
Ames	WOI-TV	59,634
Atlanta	WAGA-TV, WSB-TV	115,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	297,368
Binghamton	WNBF-TV	40,112
Birmingham	WAFM-TV, WBRC-TV	46,200
Bloomington	WTTV	16,400
Boston	WBZ-TV, WNAC-TV	867,756
Buffalo	WBEN-TV	204,754
Charlotte	WBTV	79,948
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	930,399
Cincinnati	WCPO-TV, WKRC-TV, WLWT	275,000
Cleveland	WEWS, WNBK, WXEL	477,196
Columbus	WBNS-TV, WLWC, WTVN	176,541
Dallas, Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	117,068
Davenport	WOC-TV	56,384
	Quad Cities Include Davenport, Moline, Rock Ise., E. Moline	
Dayton	WHIO-TV, WLWD	190,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	464,135
Erie	WICU	60,050
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	117,068
Grand Rapids-Kalamazoo	WLAV-TV	115,600
Greensboro	WFMY-TV	70,808
Houston	KPRC-TV	80,110
Huntington-Charleston	WSAZ-TV	46,100
Indianapolis	WFBM-TV	148,000
Jacksonville	WMBR-TV	32,000
Johnstown	WJAC-TV	87,275
Kalamazoo Grand Rapids	WKZO-TV	133,122
Kansas City	WDAF-TV	121,832
Lancaster	WGAL-TV	101,129
Lansing	WJIM-TV	49,000
Los Angeles	KECA-TV, KFI-TV, KLAC-TV KNBH KTLA, KTSL, KTTV	877,421
Louisville	WAVE-TV, WHAS-TV	90,526
Memphis	WMCT	87,871
Miami	WTVJ	70,000
Milwaukee	WTMJ-TV	243,193
Minn.-St. Paul	KSTP-TV, WTCN-TV	256,400
Nashville	WSM-TV	31,671
New Haven	WNHC-TV	153,800
New Orleans	WDSU-TV	62,150
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	2,250,000
Newark	WATV	
Norfolk	WTAR-TV	69,138
Oklahoma City	WKY-TV	87,636
Omaha	KMTV, WOW-TV	80,000
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	834,000
Phoenix	KPHO-TV	37,900
Pittsburgh	WDTV	260,000
Providence	WJAR-TV	152,000
Richmond	WTVR	73,991
Rochester	WHAM-TV	83,077
Rock Island	WHBF-TV	56,384
	Quad Cities Include Davenport, Moline, Rock Ise., E. Moline	
Salt Lake City	KDYL-TV, KSL-TV	46,600
San Antonio	KEYL, WOAI-TV	47,537
San Diego	KFMB-TV	97,500
San Francisco	KGO-TV, KPIX, KRON-TV	196,441
Schenectady Albany-Troy	WRGB	157,500
Seattle	KING-TV	85,600
St. Louis	KSD-TV	293,000
Syracuse	WHEN, WSYR-TV	120,671
Toledo	WSPD-TV	125,000
Tulsa	KOTV	83,525
Utica-Rome	WKTV	45,200
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	261,300
Wilmington	WDEL-TV	69,010

Total Markets on Air 63 — Total Stations on Air 107 — Estimated Sets in Use 12,478,000

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

SPOT BUYERS

ATTENTION!

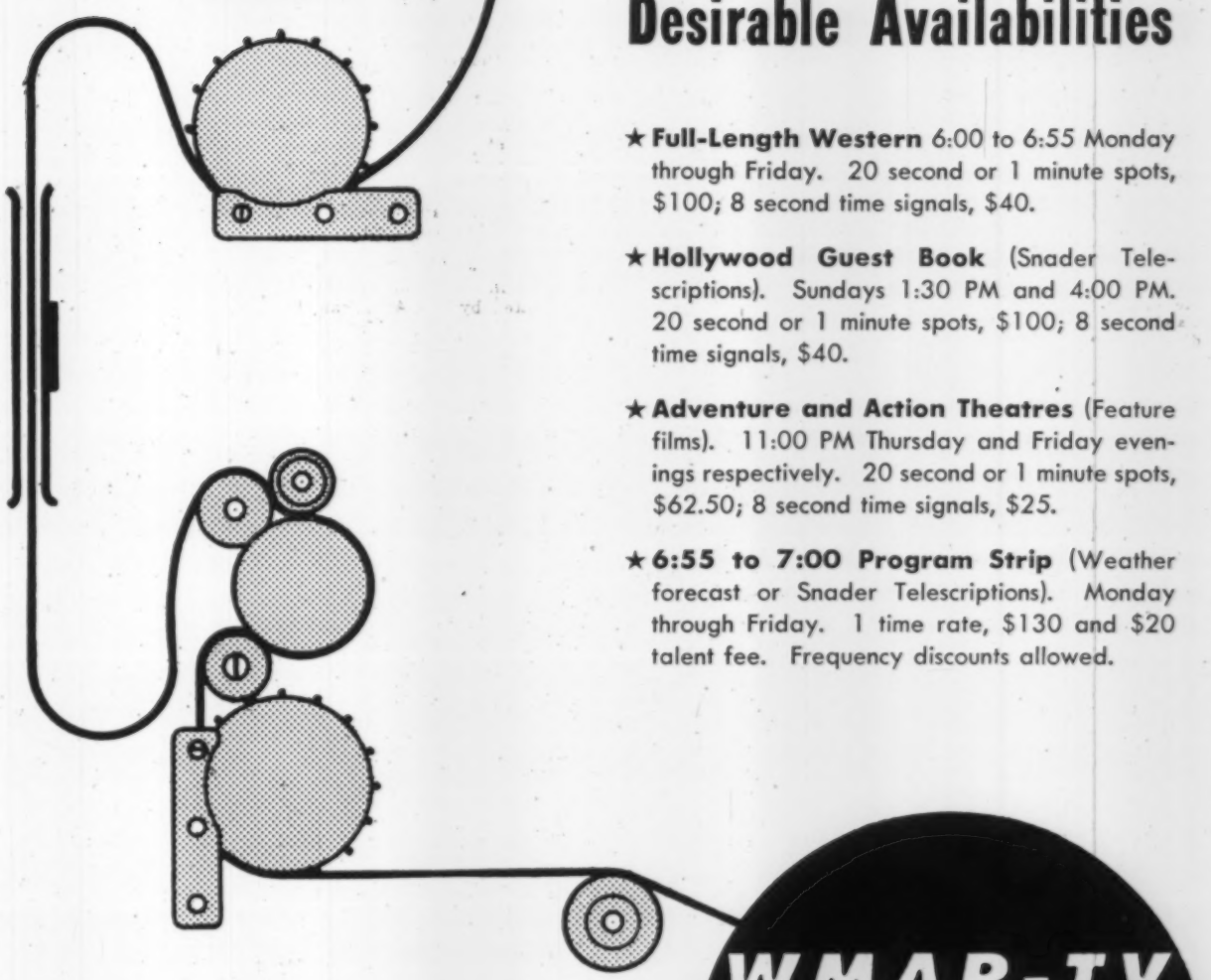
Desirable Availabilities

★ **Full-Length Western** 6:00 to 6:55 Monday through Friday. 20 second or 1 minute spots, $100; 8 second time signals, $40.

★ **Hollywood Guest Book** (Snader Telescriptions). Sundays 1:30 PM and 4:00 PM. 20 second or 1 minute spots, $100; 8 second time signals, $40.

★ **Adventure and Action Theatres** (Feature films). 11:00 PM Thursday and Friday evenings respectively. 20 second or 1 minute spots, $62.50; 8 second time signals, $25.

★ **6:55 to 7:00 Program Strip** (Weather forecast or Snader Telescriptions). Monday through Friday. 1 time rate, $130 and $20 talent fee. Frequency discounts allowed.



WMAR-TV

CHANNEL 2 • BALTIMORE, MD.

Represented by **THE KATZ AGENCY, INC.** *NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO*

CHICAGO • ATLANTA • DALLAS • LOS ANGELES ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

WATV CONFERENCE

Education Council Formed

A TELEVISION Council of Higher Education was formed last month at a meeting called by Robert B. Macdougall, director of educational activities for WATV (TV) Newark. The conference was attended by 21 New Jersey colleges and universities.

The meeting had been called to explore possibilities of cooperative action leading to telecasting of educational programs. Members of an interim committee of the council, who, with Mr. Macdougall, will study and recommend programs for early fall presentation by WATV, are:

Committee Members

Edward Robert Isaacs, assistant director public relations, Rutgers U., New Brunswick, N. J.; Edward C. Rasp Jr., director, audio arts, Montclair State Teachers College, Montclair, N. J.; Marion G. Hennion, director, public relations, College of St. Elizabeth, Convent Station, N. J.; Joseph P. Davis, assistant director of admissions, Upsala College, East Orange, N. J.; Wesley D. Camp, chairman, social science, Monmouth Junior College, Long Branch, N. J.; Nicholas J. Rose, assistant dean, Stevens Institute of Techonology, Hoboken, N. J., and Lewis E. Arnold Jr., assistant director communications arts, Seton Hall U., South Orange, N. J.

Operation

Sunburst

HOTTEST NEWS OF THE SUMMER IN RADIO AND TV ADVERTISING!

WLW

WLW-TELEVISION

INFORMAL chat among advertiser, agency and network representatives heralded the debut of Nash-Kelvinator as new sponsor of Paul Whiteman's *TV Teen Club* on ABC-TV. On stage at WFIL-TV Philadelphia, where program originates (l to r) are N. F. Lawler, advertising and sales promotion director of Nash Motors; Mr. Whiteman, Jack Huntress, Nash advertising manager; Ted Long, radio-TV director, Geyer, Newell & Ganger, client's agency, and Edward Friendly, eastern TV sales manager for ABC-TV. The Whiteman show features Nancy Lewis as co-emcee with Mr. Whitman and Junie Keegan, 13-year-old singing discovery of the orchestra leader.

CUBAN VIDEO

Mestre Plans More Outlets

EXTENSIVE purchases of equipment to permit television coverage of all Cuba have been announced by Goar Mestre, director general of the network keyed from CMQ Havana. TV is off to a flying start in the island nation following its formal debut in March.

Mr. Mestre expects to have four more stations on the air within four to six months. Pending completion of relay facilities they will operate with kinescope recordings made on a new General Precision Lab video recorder.

Microwave relay facilities will be completed to Santa Clara early next year and on to Santiago in late 1952 or early 1953.

During a recent trip to New York Mr. Mestre completed purchase of four more TV transmitters. The list includes two 5 kw low-channel air-cooled GE transmitters and two 500 w DuMont transmitters, one low and one high-channel. They will be operated in Mantanzas, Santa Clara, Camaguey and Santiago on Channels 9, 5, 6 and 2, respectively.

The transmitters will be connected by a Philco TV microwave relay system. Expansion of the CMQ network involves an expenditure of another million-and-a-half dollars, according to Mr. Mestre.

CMQ's TV network operation is centered in the modern Radiocentro operated by Mr. Mestre and his two brothers, Abel and August. CMQ programs a daily two-hour afternoon schedule directed mainly at housewives along with nightly service from 6:30 to midnight or later. With Sunday telecasting starting at noon, the station programs 50 to 60 hours weekly.

PROFESSIONAL LAB

ATW, NBC Start Series

AN ADVANCED professional laboratory in television has been inaugurated by the American Theatre Wing, using NBC staff members and facilities. Lab runs through Aug. 25.

Designed to cover "every phase of production" and to present over WNBT (TV) New York a 15-minute telecast each week, the laboratory is sponsored by Ted Cott, WNBT general manager; George Wallach, news and special events supervisor, and Ivan Reiner, program manager, all of WNBC-AM-FM and WNBT.

Programs for telecasting are produced by NBC staff members and technicians, with a student assigned to each of them. The student-assistants are rotated each week so that students will, in turn, participate in all phases of production.

With WNBT carrying the programs on a sustaining basis, actors are chosen so far as possible from among past and current Wing students and receive minimum-scale pay. Although scripts from all writing courses will be encouraged, the program is not limited to their use, the announcement said.

Helps Zoo Gate

ATTENDANCE at Druid Hill Park Zoo has jumped a third since WAAM (TV) Baltimore started its weekly telecasts two years ago, according to Arthur Watson, zoo director. Attendance in 1949 was about 370,000 at the time he started the series, Mr. Watson said, and should pass the half-million mark this year, eventually leveling off around a million.

'BRIDE & GROOM'

Court Awards $800,000

A LOS ANGELES Superior Court jury awarded the owners of *Bride and Groom* television program a decision for $800,000 damages against the producers of the *Wedding Bells* on KLAC-TV there, the station and its owner, Mrs. Dorothy Schiff, last Tuesday.

Attorneys for the defendants announced they would file application for a new trial within 10 days. An appeal to the court by the defense to overrule the 11-1 jury decision, reached after four weeks trial, was denied Thursday.

The *Bride and Groom* producers, John Masterson, John Reddy and John Nelson, had sued for $1 million charging their radio and television format had been "pirated" by the KLAC-TV show. The judgment was entered against the station; Mrs. Dorothy Schiff, also owner of the *New York Post;* Station Manager Don Fedderson and G. A. M. Productions, producer of *Wedding Bells.*

Bride and Groom, for five years a top daytime radio program on ABC, is now a daytime program on CBS-TV, sponsored by Hudson Paper Napkin Co. *Wedding Bells* is telecast locally in Hollywood and had been kinescoped and shown in Cincinnati and Detroit.

This is one of the first cases in television litigation in which the verdict supported protection of a program idea from alleged imitation, and Harold Fendler, counsel for *Bride and Groom* producers, called it "the most important decision in the protection of entertainment of ideas in the last 100 years."

J. G. Moser also is an attorney for the plaintiffs. Defense attorneys are John P. Hearne and Joseph J. Burris.

UNITED TV MEET

Set for N. Y. Tomorrow

TOP EXECUTIVES of United TV Programs will meet in New York tomorrow (Tuesday) to discuss enlargement of facilities and marketing of new properties. Attending the session will be President Jerry King and Executive Vice President Dick Dorso, who headquarter on the West Coast, and Secretary-Treasurer Milt Blink from Chicago. With them will be Edward Petry, head of the representative firm of the same name, and Edward Voynow, Petry's Chicago manager.

New properties acquired include the *Suspense* series of Bing Crosby Enterprises; *Cry of the City,* on which shooting will begin July 15; a half-hour puppet feature, *Sleepy Joe,* which is being filmed now and will be ready for release within a month, and two programs tentatively titled *Justice in the Universe,* a stop-action film, and *Kids' Quiz.*

TV DIPLOMA

College Course Begins

BROOKLYN COLLEGE, New York, last week announced establishment of what it said is the first undergraduate course culminating in a college diploma in television.

The classes, which begin today (Monday), center on television studio training provided by the television studios of the School of Radio Technique in New York. The School of General Studies of Brooklyn College will furnish academic courses in theatre, speech, English, community relations, psychology, art and music appreciation, literature, American culture, physical science, merchandising and law.

An opportunity to observe commercial telecasting also will be presented to the students since ABC-TV's *Tom Corbett, Space Cadet* is telecast from the SRT studios.

School authorities said they had received hundreds of inquiries concerning the scholastic experiment.

Harry D. Gideonse, president of Brooklyn College, termed it a "pioneer development offering new educational opportunities to the youth of our city. The program combines excellent technical training with the best general education offered in our School of General Studies.

"It is a realistic community college program, directly in line with our own extensive use of audio-visual material," he said.

WXEL FACILITIES

Expansion Plan Announced

PLANS for expansion of building and equipment facilities of WXEL (TV) Cleveland, at a cost of approximately $500,000, have been announced by General Manager Franklin Snyder.

Present transmitter-studio at Pleasant Valley and State Roads, Parma, Ohio, will be enlarged to 11,000 sq. ft. of space. It will include office facilities for station personnel; a 45 x 50 ft. studio two stories high with overhead doors; an audition and conference room; visitors lounge with glass window showing main studio; construction and storage area for the program department; a music library; film library; dark room; news room; dressing room for talent, and the smaller studios already in the building. Sales offices and a small studio in downtown Cleveland also are planned.

New equipment includes six more camera chains, new film projection equipment and latest type of lighting. Complete master control facilities will be put in with Consulting Engineer Ben Adler doing the design and installation.

CONSTRUCTION PLANS for Sacred Heart Cathedral, Newark, to be completed in time for Archdiocese centennial ceremonies in August 1953, include special lighting and sound equipment for TV broadcasting.

EDUCATIONAL COOPERATION

Johnson Forwards Student's Views to FCC

EDUCATIONAL institutions and commercial TV station operators can do the best educational job if they work together. If an institution operates fulltime and noncommercial it will get into financial and programming hot water.

That is the opinion of a young Syracuse U. graduate student, Sidney Dashefsky, who is working for his masters degree in television.

Sen. Ed C. Johnson (D-Col), chairman of the Senate Interstate Commerce Committee, liked the student's letter so well when he received it, that he sent it along to the FCC last week as an appendix to additional comments he has filed on the TV allocations plan.

In his additional comments, Sen. Johnson had stated he went along "completely" with J. Webb Young, Ford Foundation consultant, who would coordinate educators' plans with those of commercial TV operators [BROADCASTING • TELECASTING, June 25].

Mr. Dashefsky wrote the Senator that he had noted news reports about the Coloradan, Sen. William Benton (D-Conn.) and the FCC "concerning educational programming and educational television channel allocation." In view of this, he said, he wanted to explain his school's plan of operation with WSYR-TV Syracuse.

The university, Mr. Dashefsky said, has its own TV studios and equipment, including three cameras, projection facilities and an audio set up. WSYR-TV's tower and transmitter are used, however. The station, in turn, makes use of the university's facilities on a rental basis for local live telecasts. Students operate the technical equipment for these programs "free of charge as part of our course," he said.

This combined operation permits students to "receive both the practical and commercial experience," and the station receives technical help. Schedule at present is seven days weekly of local live shows, a total of an average nine hours a week.

Mr. Dashefsky said: "We do 45 minutes of educational programming which consists of a children's show and a daily weather show. During the regular semester year we program approximately two hours a week for educational programs."

The student observed: "I cannot conceive of all the universities and other educational institutions who have asked for educational channels to be able to operate them on a fulltime non-commercial manner. It is unsound both program wise and economy wise."

Mr. Dashefsky said that "even" Western Reserve U., "which has been actively producing educational television programs on WEWS (TV) Cleveland for the past four years, announced . . . that it did not want its own TV station and felt that 'the interests of education can be best served by cooperation with existing commercial TV stations.'"

Points underscored by Mr. Dashefsky for "ideal programming which is beneficial to all," are (1) educational institutions should purchase their own necessary studio equipment but not transmitting equipment, and (2) it should be "obligatory if not mandatory" for the local TV station in the area to set aside a portion of local programs specifically for the institution's programming.

This type of programming "is being done here at Syracuse U.," he told Sen. Johnson, adding that its benefits have been shown ". . . and I and 20 other students are living proof if any is needed."

DAGMAR, Huntington's famous TV daughter, receives a plaque from the mayor of Huntington, W. W. Payne, for the large amount of publicity she has given the city through her TV appearances. Looking on are, seated (l to r), Mary Kercheval, women's program director, WSAZ Huntington; Danny Dayton, Dagmar's husband, and Don Baker, manager of the Huntington Chamber of Commerce. The presentation was carried over WSAZ on the *Bordon 930 Club Calendar*.

BETWEEN COMMERCIALS

BY KAY MULVIHILL

In the short time its been on the screen—"Around the Bay"—KPIX's weekly news show, highlighting local events around the Bay Area, has brought viewers the cream of headline news.

Emceed by KPIX program director, Sandy Spillman, "Around the Bay" includes interviews with 'names in the news', supplemented by exclusive news clips filmed by the KPIX crew.

Sandy Spillman

Among KPIX's exclusives, have been Spillman's interview with Galo Plaza, President of Ecuador; guest appearance of General Albert Wedemeyer; and the screening of the San Francisco arrival of the 'General Pope'—Army transport which brought home 3500 Korean war vets.

KSFO AIRINGS

Dude Ranch Breakfast, now in its fifth year on KSFO, features Mel Fritze and Wanda Ramey in the Sunday morning broadcasts from the Old Hearst Ranch in Pleasanton. Each week, Mel and Wanda don their Dude costumes for the show, interview members of the audience, exchanging conversations and gags, that make for an entertaining half hour.

The mounting fan mail for KSFO's "Parade of Melody"—gives good indication that the two hour afternoon musical series has met with overwhelming success among Bay Area listeners. The two hour airings include a cavalcade of song favorites from leading musical comedies, operettas and light symphonic scores.

KPIX CHANNEL 5

Represented by The Katz Agency, Inc.

560 KC KSFO (560)

Represented by Wm. G. Rambeau Co.

SAN FRANCISCO

Artist Yo Hara makes original topographical maps of Manchuria, Korea and China. Most of his work is used by Commentator Clifton Utley (l), talking with News and Special Events Director Bill Ray and Jack Chancellor (r), staff writer.

* * *

Roster of writer-commentators employed by NBC Chicago on its five-a-week mid-day video news roundup includes (l to r) Norman Barry, Hugh Downs, Louis Roen, Jack Angell and Len O'Connor. News is presented in an informal fashion.

* * *

WNBQ (TV) Chicago News

Takes Position of Prime Importance

NEWS was a standard ingredient in programming at WNBQ (TV) Chicago long before the outbreak of hostilities in Korea. Since then, however, it has transcended the routine to a primary position.

Despite a basic antipathy evinced by many station men and advertisers to news on television, WNBQ, an NBC O & O outlet, was programmed with news and special events the day after it took the air two years ago. News and Special Events Chief Bill Ray, who has followed radio news trends since he entered the industry in 1933, predicted in 1948 that TV news would carry its own weight and also maintain and raise ratings on adjacent shows.

He started with radio's timing for newscasts. Video newsmen first appeared before the cameras during the evening dinner hour. Programming subsequently stretched back to lunch, and will retreat to breakfast some time this year. In the meantime, following these broad outlines of scheduling, Mr. Ray implemented each of the two basic hours for TV news—dinner time and noon.

From dinner, he jumped across the highly-popular evening viewing periods to the time when the network goes down. From noon, he hopes to bring into the picture a mid-afternoon feature for housewives. Morning plans are still nebulous.

He believes news on TV is an established feature, equal to TV programming with less factual and more strictly entertaining contents. However, with network facilities and budgets, a large, capable staff working at Radio Writers' Guild salaries, and a metropolitan location, he is able to "dress up" his operation. Principles, though, are the same which motivate a small station's news chief working with less leeway and fewer appurtenances.

Primarily, the end results are "clean"—news is straight, factual, authoritative. Writers are trained thinkers and observers, and are logical. Commentators are selected for character and integrity as well as insight into such basics as human nature, politics and psychology.

The trimmings — for example, three cameras, stills, movies, slides, charts, graphs, gimmicks, expensive production aids, trick camera work, celebrated guests and special art work—are tertiary.

WNBQ programs from two to three times as much local news as any other station in the country. A late analysis shows 32 local live shows weekly, in addition to five network live programs. Local newscasts total 6 hours, 55 minutes, of which 4 hours, 35 minutes are sponsored. Several slots are in the "sale" stage now.

News Sells Wide Product Variety

TV news at NBC Chicago sells gas, lard, cigars, men's slacks, 100-pound bags of flour, tons of coal and commuter rides. It's just happenstance that most of the products now advertised tend slightly toward the upper-income consumer, Mr. Ray says.

The station has implemented its schedule of five five-a-week strips and a three-a-week feature with week-end programming, adding three Sunday evening shows and one on Saturday afternoon. Almost every kind of news available, from human interest to detailed analytical commentary, is covered by at least one of the programs. The ever-broadened video lineup is reversing the tradition of radio, where newsrooms seldom, if ever, carried their own weight financially, Mr. Ray says. In television, news presentation is showing "a distinct tendency" to make money for the operator, because the impact warrants the expense borne by the advertiser.

The week-day schedule begins with *WNBQ Newsroom*, Monday, Wednesday and Friday from 12:15 to 12:30 p.m. This is followed by *The Weatherman*, 5:35 to 5:45; Clifton Utley and the News, 5:30 to 6 p.m.; *The Weatherman*, 10 to 10:10; *Clifton Utley*, 10:15 to 10:30, and Tom Duggan in *Let's Look at Sports*, 10:30 to 10:45.

Each show can draw news from the wire services, staff reporters, local tipsters, and three NBC television film features, the *Daily News Reel*, the *Weekly Sports Reel* and the *Weekly News Reel*. The local operation also uses occasional Chicago-area films shot by a cameraman assigned to *Camel News Caravan*, which WNBQ carries nightly from the network.

The noon show, with a full lineup of commentators-writers, presents Network Commentators Clifton Utley and Alex Dreier, Reporter-at-Large Jim Hurlbut, starred on the *Zoo Parade* on NBC-TV, AM Newscaster Len O'Connor, News Announcers Louis Roen and Norman Barry, Newswriter Jack Angel and Network and Local Announcer Hugh Downs. The *WNBQ Newsroom*, most informal on the slate, is handled by newscasters who can write their own copy, and writers who can deliver commentary.

Two late-evening features, Mr. Utley's commentary and *The Weatherman* with Clint Youle, his wife, Jeanne, and brother, Bruce, are regulars which have been on the air as long as the station.

Wide Sponsorship For Utley Commentaries

Mr. Utley has been bought since late last spring and his 5:50 to 6 p.m. show is sponsored on Tuesday and Thursday by Peabody Coal Co. The evening commentary is shared by Englander Mattresses, Tuesday, Thursday and Friday, and the Rock Island Railroad on Monday and Wednesday. His Saturday show from 6 to 6:30 is sponsored by the First National Bank, which picked up the show originally last July.

Mr. Youle, a former newswriter at the station, has been sponsored since September 1949. His 10 o'clock feature is paid for by Ceresota Flour three evenings weekly and by Commonwealth Edison Co. and the Public Service Co. two nights. The same show on Sunday has been picked up by the Santa Fe Railway.

Mr. Youle, with his wife and brother, join hands (and voices) to deliver an integrated commer-

cial in a kitchen situation. His earlier show also finds him illustrating weather conditions on a wall map and giving predictions.

Let's Look at Sports five nights weekly is sponsored one night each by Benson & Rixon (men's clothiers), Van Dyke Cigars, Lucky Tiger Shampoo and McIntosh Real Estate, which is selling plots in the Inverness subdivision in suburban Palatine, and each of the four buys participations on the Thursday evening program. Mr. Duggan telecasts a Sunday show at the same time. He follows a commentary by NBC AM network Commentator Alex Drier, who is sponsored by Home Federal Savings & Loan Assn. from 10:15 to 10:30 each Sunday.

Missing from the extensive news coverage is a daily newsreel, which Mr. Ray says would be a welcome addition if (1) there was enough spot news in the area to sustain a 15-minute program, (2) reels could be processed rapidly enough, and (3) a sponsor would be willing to pay the tariff, "which could easily run to $1,000 a day."

Ratings Higher

The station's programming strategy has added up. American Research Bureau TV ratings for the Chicago area for the week between May 1-8 gave WNBQ "a greater advantage than ever before" over the other local stations in news show ratings, with WNBQ carrying the first six news shows (five produced locally) and eight out of the first nine, Mr. Ray reported. The five top rated shows for WNBQ were (1) Clint Youle, (2) Clifton Utley, (3) *Weatherman*, (4) *Camel News Caravan*, (5) Tom Duggan's *Let's Look at Sports*. NBC, incidentally, does not make any money on the sale of its packages, just the time, the news chief reports.

All talent, including writers, are hired only on an exclusive basis. No outside writer or commentator can handle a news show. Most news programs remain in the same time slot in which they started. Telecast at a constant hour, they are able to build an audience, get a meaningful circulation and be sold. The principle of strip programming, sound in radio, pays off in TV, too.

Medical Diagnosis

THROUGH use of a revolutionary X-ray machine, 14 million persons in more than a dozen cities had the chance to view a medical conference on *The Johns Hopkins Science Review* at 8:30 p.m. June 26. Three doctors—one each in Chicago, New York and Baltimore—held an intercity consultation to diagnose the ailment of the patient whose X-rayed chest was shown on TV. The program originates in the studios of WAAM (TV) Baltimore and is carried on the DuMont Television Network.

Film Report . . .

THREE "three-reelers"—old-time melodramas loaded with buckets of sentiment and blood-curdling chills have been acquired by **STEPHEN SLESINGER Productions**, Los Angeles, for use in a series now in preparation, *It Seems Only Yesterday*. The three masterpieces are characteristically titled: *The Way of the Transgressor Is Hard; Nellie, The Beautiful Cloak Model; Jerry The Tramp.*

Another purchaser of old silents is KTSL (TV) Los Angeles which bought 120 feature films from **COMMONWEALTH Film & Television Co.**, New York, including 10 silent movies for use on its weekly *Movie Milestones.*

Prison life gets a going over in a projected series, tentatively titled *In My Cage*. **HYPERION FILMS Inc.**, New York, is negotiating with **John Kullas**, independent producer, to make the 26-film series.

TV promotional activities at **UNIVERSAL-INTERNATIONAL**, New York, have been supplemented by a five-minute bi-weekly *Movie Star Album*, featuring lives of screen stars. This new service was prompted by wide use made of *Hollywood Star Flashes*, company's original promotion series.

Joel Chandler Harris' old South will live again—on TV—in a new marionette film series, *Sleepy Joe*. Produced by **THE CARDINAL Co.** and based on the "Uncle Remus" stories, the series will be distributed by **United Television Programs.** A transcribed radio series of the same name has been produced for five years and is currently being carried on 195 stations. Gerald King, UTP president, announced that contingent commitments already have been received for *Sleepy Joe* from TV stations in St. Louis, Chicago, San Francisco, New York and Kansas City.

A new building for **DUDLEY PICTURES Corp.**, Beverly Hills, color film specialists, is in the planning stage. It will be erected at La Cienga and Beverly Blvds., Los Angeles, if company's $70,000 bid is accepted. Building will contain nearly 6,000 square feet of studios, offices and sound stages.

An option to produce a TV situation comedy based on comic strip, "Mickey Finn," has been granted to **Al B. Perlman** and **Paula Spitzer** by **McNaught Syndicate.** New show will be written by **Albert Bannister** and will star **Guy Kibbee** as "Uncle Phil." An estimated 35 million readers follow **Lank Leonard's** daily cartoon feature.

In Production . . .

FILMCRAFT Productions, Los Angeles, starts a series of 52 two-minute commercials for **Meyenberg Milk Products**, San Francisco. They will be released this fall. **J. Walter Thompson Co.** arranged the purchase and **Harpo Marx** will be star salesman.

* * *

ROOSEVELT ENTERPRISES, New York, announced production plans for *The Parade of Detectives*, half-hour TV series based on the "Baker Street Irregulars," famous group of "Sherlock Holmes" addicts.

* * *

SUPERMAN Inc., Los Angeles, has signed **Lee Sholem** to direct new series of *Superman*, half-hour TV shows scheduled for production at RKO Pathe Studios.

* * *

WALKER Productions, Hollywood, has packaged *I Want To Be Married* and plans to produce 30-minute TV show live for viewer reaction before filming. **Steve Fisher** is production head with **Robert Reed** as sales manager.

* * *

GEORGE CARILLON Productions, Hollywood, starts filming a half-hour TV drama-narration series, *Tales of Miller*, at Charles Chaplin Studios this week. **Marvin Miller**, announcer-actor, will be starred.

* * *

JERRY FAIRBANKS Productions, Hollywood, has completed a 15 minute documentary, *The Mount Clemens Story*, made especially for **U. S. Air Force** and scheduled for release to TV stations in August. . . . *Bigelow Theatre* series has been resumed and will be telecast on 34 stations beginning in September. . . . **Mike Simon** joins **Fairbanks** as production assistant. He was formerly with **Sol Lesser Productions** and **Universal-International.**

* * *

CAMERON-WADE Television Productions, Hollywood, has been organized by **George E. Cameron Jr.**, owner of KOTV (TV) Tulsa, Okla., and **Russell Wade**, actor-producer. Headquartered on KTTV (TV) Los Angeles' studio lot, the new firm has started producing a quarter-hour series starring **Pat O'Brien** in role of story teller.

* * *

HOTPOINT Inc., Chicago, through **Maxon** agency, same city, will release soon a series of dealer film spots for TV featuring electric kitchens and home laundries.

* * *

TELEVISION ASSOCIATED Productions, Hollywood, has started filming a comedy series titled *Digress of the News* starring **Alan Mowbray.**

* * *

FILMS FOR TELEVISION Inc., Beverly, Mass., announced the sale of its studios and laboratory to **Harry Mamas**, former Warner Bros. cameraman. FFT will continue to produce, sell and distribute open-end shows and will shortly be ready to distribute *Crime Clues*—daily five-minute mysteries—and *Quizzed By The Stars*, sports quiz, through **Harry S. Goodman Productions.**

* * *

ADRIAN WEISS Productions, Hollywood, is shooting TV film series *Craig Kennedy—Criminologist* at Key-West Studios. Ten have been completed. **Louis Weiss & Co.**, Hollywood, will handle sales and distribution.

* * *

HOLLYWOOD NEWSREEL, started originally for theatrical release in 1940, has been converted for TV showing and distribution to stations on a weekly 15-minute basis, according to **Erman Pessis**, producer.

* * *

FILMCRAFT PRODUCTIONS, Los Angeles, has been re-signed by NBC-TV for filming of **Groucho Marx** *You Bet Your Life* programs for 1951-1952 season. Program is sponsored by **DeSoto - Plymouth Dealers** through **BBDO.**

PROMOTION FILM
Being Shown by KNBH

WITH "around 1 million TV sets in the area," Southern California as a market is graphically demonstrated in an 18-minute sales promotion film being shown to advertising agencies and clients by KNBH (TV) Hollywood.

Titled "The Gold Rush Is Still On," film concentrates on population-industry growth of Southern California and its increasing purchasing power. Stressed throughout is the fact that TV is "a new design for selling." Only the last two minutes of the film are devoted to KNBH promotion.

Presenting statistics and crediting various sources for figures, percentages and market calculations, the film's narrator, Eddie King, points out that Southern California has become the second largest TV market in the nation, whereas the area had only 45,500 sets in 1948.

Promotion film was produced at estimated cost of $7,000 by Arnold Marquis Productions, Hollywood. Research data was made available by 21 sources.

MUNTZ TV Inc., Chicago, after its first year of operation, has reported a net income of $749,852 or 74 cents per share on 1,013,994 shares of common stock outstanding. Net sales for the fiscal year ending March 31 were $27,147,846, and during the final three months amounted to more than $3 million monthly, the company reports. Income amounted to $1,781,352 or $1.75 per share before taxes of $1,031,500. President Earl Muntz said his company "will definitely be in the vanguard of color TV manufacturers," reporting construction of three models so far.

TELEFILM, INC.
COMPLETE FILM PRODUCTION FOR TV SPOTS-PROGRAMS
All Production Steps In One Organization
6039 Hollywood Blvd., Hollywood 28, Calif.
HOLLYWOOD 9-7205

Telestatus

(Continued from page 62)

programming meanwhile dropped more than 11 hours a week from 104¼ hours last year to 93 hours this year.

The rise in program hours has been accompanied by a decline in program ratings, Ross noted. Comparison of figures for the first six months of this year with the same period of 1950 showed an increase of 56.5% in program time, but a decline of 43.2% in the combined average Pulse ratings for the programs, which dropped from 7.69 in the first half of 1950 to 5.37 in the first half of 1951.

Analysis by program types showed the average rating for every class of video program, without exception, to be lower this year than last. Although the amount of time devoted to baseball telecasts nearly doubled, the average rating for baseball was down from 18.2 last year to 10.4 this. Average ratings of comedy-variety programs dropped from 21.1 last year, when this was the most popular type, to 12.8 this year, while drama and mystery programs, which head this year's list with 15.4, rated 19.3 in 1950.

* * *

DuMont Surveys Set Increases

TV SETS-IN-USE in seven cities during daytime have increased 54% within the last year, according to a survey released by DuMont Television Network's Planning & Research Dept. Percentage increases range from 117% in Chicago to 66% in Washington, 65 in Cleveland, 50 in Baltimore, 41 in New York, 34 in Los Angeles and 31 in Philadelphia.

* * *

Nielsen Reports Berle Tops in Latest Report

PRE-SUMMER hiatus, the *Texaco Star Theatre*, starring Milton Berle, continued on top of the Nielsen television ratings by reaching 46.2% of TV homes in program station areas in the two weeks ending June 9.

Close second was provided by *Philco TV Playhouse* which reached 42.3% of homes and *Colgate Comedy Hour*, which compiled a like percentage rating. The Nielsen summary of the top 10 follows:

HOMES REACHED IN TOTAL U. S.

RANK	PROGRAM	HOMES (000)
1	Texaco Star Theatre	5,728
2	Philco TV Playhouse	5,042
3	Pabst Blue Ribbon Bouts	4,890
4	Colgate Comedy Hour	4,490
5	Martin Kane, Private Eye	4,418
6	Fireside Theatre	4,356
7	Your Show of Shows (Swift)	4,102
8	Your Show of Shows (Participating)	4,062
9	Arthur Godfrey & Friends (Liggett & Myers)	3,857
10	Studio One	3,855

PER CENT OF TV HOMES REACHED IN PROGRAM STATION AREAS

RANK	PROGRAM	HOMES (%)
1	Texaco Star Theatre	46.2
2	Philco TV Playhouse	42.3
3	Colgate Comedy Hour	42.3
4	Pabst Blue Ribbon Bouts	41.7
5	Fireside Theatre	40.9
6	Arthur Godfrey's Scouts	37.4
7	Gillette Cavalcade	37.2
8	Martin Kane, Private Eye	36.4
9	Your Show of Shows (Participating)	36.1
10	Alan Young Show (Esso)	35.5

Copyright 1951 by A. C. Nielsen Co.

* * *

New York Hooperating Lead by 'Star Theatre'

TEXACO STAR THEATRE, with Milton Berle, registered a 47 rating to head the first 10 TV programs in the June, New York TV Hooperatings Pocketpiece of C. E. Hooper Inc.

First 10 programs were:

TV Home Hooperatings

1. Texaco Star Theatre—Berle	47.0
2. Comedy Hour—Martin-Lewis 6/3 only	43.6
3. Godfrey's Talent Scouts	33.9
4. Fireside Theatre	31.2
5. Mama	30.9
6. Philco TV Playhouse	29.7
7. Comedy Hour—Jackie Gleason 6/10 only	29.6
8. Studio One	28.1
9. Man Against Crime	25.8
10. Kraft TV Theatre	25.3
Special Event	
President Truman	43.8

* * *

WTCN Surveys Sets In Average 'TV Town'

PHENOMENAL growth in the ownership of television receivers in an average "TV Town"—New Richmond, Wis.—has been reported by WTCN-TV Minneapolis-St. Paul, whose transmitter is located some 45 miles from the study area.

The station's survey, embracing a series of findings ending last February, covered 100% of the homes in "TV Town," reporting an increase of 383% in TV set ownership. An even larger gain was recorded for families in farm homes within the WTCN-TV coverage area, with the amount jumping 590%.

Studying 785 homes among an estimated 3,000-plus population of New Richmond, WTCN-TV found that 40.6% have TV receivers compared to 21.8% for all farm homes.

While farmers generally lagged behind urban dwellers in purchasing sets at the outset, they bought them at a faster rate, the station claims, after its study of so-called primary (urban) and secondary (farm) areas.

PUBLICATION of technical bulletin, *Multivision Antenna System*, which describes a "New multiple antenna system . . . practical for fringe area installations as well as strong signal locations," and "suitable for large or small installations, including community antenna systems," was announced by Industrial Television Inc., 359 Lexington Ave., Clifton, N. J.

THROUGH television, the Detroit Edison Co. has been able to hold personnel meeting for 12,000 employes. Executives discussed company plans and policies on a special half-hour program, *Open Meeting*, over WXYZ-TV Detroit. Shown checking last minute plans are (l to r) Reginald Carey, Detroit radio & television director for Campbell-Ewald agency; James W. Parker, president, Detroit Edison Co., and John Pival, program director, WXYZ-TV. The show, featuring Mr. Parker and Prentiss M. Brown, board chairman, was directed specifically at Edison workers and their families, 70% of whom own TV sets. There was, however, much of interest to stockholders and the general public. The program included a film summary of company activities, with commentary, and plans for future expansion.

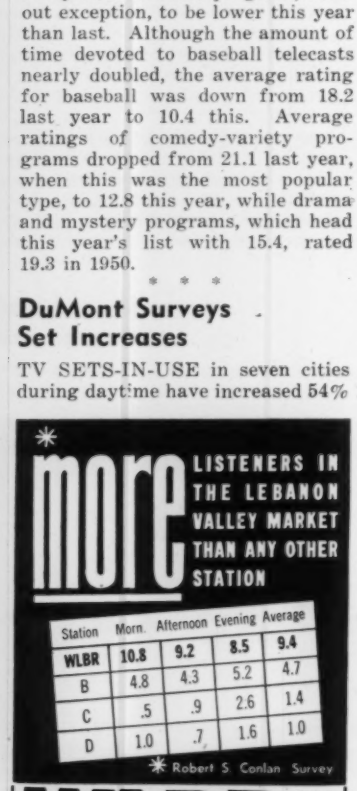
SEEKS TV POWERS

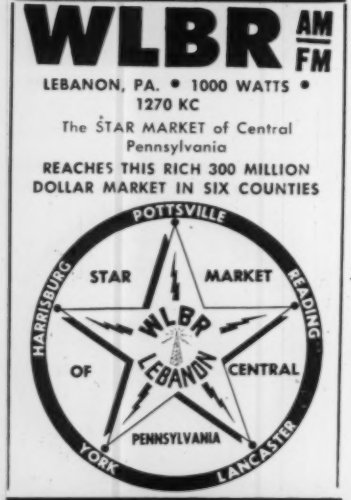
N.Y. State 'Authority'

BILL to create a New York state television authority similar to the State Liquor Authority, and with comparable powers over the industry, is being drafted by State Sen. Arthur Wachtel, the legislator told an open meeting of the Television Dealers Assn. in New York.

Sen. Wachtel was invited to speak to the group of about 400 metropolitan New York dealers, who recently began a campaign for state control of the industry to compel ethical practices among retailers, require TV service firms to fulfill their contracts, demand truthful advertising and pricing of merchandise and to suppress unfair business practices.

The legislator said he was working on a bill which he believed would stabilize conditions in the industry through state control, and that he already had received broad support in discussions with other members of the legislature.


more
LISTENERS IN THE LEBANON VALLEY MARKET THAN ANY OTHER STATION
Station | Morn. | Afternoon | Evening | Average
WLBR | 10.8 | 9.2 | 8.5 | 9.4
B | 4.8 | 4.3 | 5.2 | 4.7
C | .5 | .9 | 2.6 | 1.4
D | 1.0 | .7 | 1.6 | 1.0
Robert S. Conlan Survey



WTAD OR NO WTAD, SHE BETTER COLLECT THESE EGGS PRETTY SOON!
WTAD
930 KC, 1,000 Watts CBS
QUINCY, ILLINOIS
A Lee Station
Our Silver Anniversary Year of Service — to 88,210 rural-urban homes in the tri-state area of Ill., Mo. and Iowa, with farm income $315,669,000; retail sales $417,326,000. Represented by Weed & Company.

EDUCATION FOR HANDICAPPED

WPIX and Board of Education Plan Video Series

PLANS for a cooperative venture in educational television were announced last week by WPIX (TV) New York and the New York City Board of Education, with a continuing series of programs for students confined to their homes scheduled to begin about Oct. 15, under the name *The Living Blackboard*.

G. Bennett Larson, WPIX vice president and general manager, and William Jansen, superintendent of schools, said preliminary planning for the thrice-weekly series had been in progress since WPIX offered air time and facilities to the city's schools last December.

Stasheff Named

The programs will be planned and produced through the city's WNYE (FM), where staffman Edward Stasheff, who also has had experience as a commercial TV program director and producer, has been assigned to TV on a fulltime basis. Covering the fields of science, liberal arts and vocational guidance and home industries for the handicapped, the series at the outset will be aimed primarily at older students who receive home instruction but eventually will be directed at classroom viewers, spokesmen reported.

They said a survey showed 80% of "homebound pupils"—those confined to their homes by illness or other physical conditions — have television sets. The TV programs will supplement regular instruction these children now receive from visiting teachers and from WNYE, and also will instruct hospitalized veterans who are completing their high school education as well as other homebound adults.

Cites WPIX Offer

Supt. Jansen voiced appreciation for WPIX's offer of time and facilities, saying "television makes it possible for us to expand our educational services not only to those children regularly reached by visiting teachers . . . but also to adults whose interest in continuing their education has been hampered by physical limitations."

Mr. Larson said WPIX is "happy to cooperate" and feels the arrangement "is another step in working out an educational pattern that can be adapted to the New York City Board of Education schedules."

TV TIEUP

N. J., L. A. Producers Join

AFFILIATION agreement for the coordination of sales and production activities has been made between two newly-formed television organizations—Motion Picture Television Center, Hollywood, and Fort Lee (N. J.) Television Co. William Norins, president of the Hollywood firm, made the affiliation announcement.

Latter group will produce television film programs; the Fort Lee firm will act as eastern sales representative for MPTC, coordinate sales and production activities, in addition to filming TV commercials.

Fort Lee has been set up by Lee and J. J. Shubert, until now associated only with the legitimate stage, following their acquisition of the Fort Lee motion picture studios. The studios are now being renovated in preparation for their being used as a television center, to be available about Aug. 1. Studio facilities include an 80 by 120 feet main stage; a 40 by 80 feet second stage; plus backdrops, props, and over 2 million costumes.

Nelson Schrader, associated with motion pictures, will be director of the TV center in New Jersey.

FORMATION of the New Era Television Co., a new organization for national sale of custom-built television-radio-phonograph units "with consoles designed in the finest glass and mirror combined with wood, fabrics and bamboo," has been announced by George H. Mildwoff, president and founder, in New York. Included in the cabinets will be the RCA-licensed 630 chassis with 20-inch picture tube.

IN MONTREAL

it's

CFCF

Canada's FIRST station—wise in the ways of PROGRAMMING, PROMOTION and MERCHANDISING . . . gives you the coverage and the listenership needed to do a real selling job in this rich market area.

CANADA'S FIRST STATION CFCF

U. S. Representative—Weed & Co.

RCA TUBES

The standard of comparison

A Better FM Power Triode*

Designed particularly for FM broadcast service, this "metal-header" triode features a very efficient plate radiator requiring less than half the air flow previously needed for a tube having the same power-handling capability. With its cooler operating temperature, the RCA-5762 offers substantial operating economy.

This is another example of the way RCA engineering leadership continues to give broadcasters more tube hours of service per dollar!

Your RCA Tube Distributor can handle your order in minimum time. Call him. He's as near as your phone!

*The RCA-5762 can be used, with FCC approval, as a direct replacement for the older type 7C24 in RCA transmitters BTF-1C, BTF-3B, and BTF-10B (*as explained in the June issue of Tube Tips*).

RCA RADIO CORPORATION of AMERICA

ELECTRON TUBES HARRISON, N.J.

CIVIL LIBERTIES PROBLEMS

ACLU Studies Hill Probe Telecast Effects

STUDY of "the long list of civil liberties problems posed by the televising of Congressional inquiries" has been undertaken by the American Civil Liberties Union, Patrick Murphy Malin, executive director, told House and Senate leaders in letters supporting a congressional inquiry into the problems of committee hearing telecasts [BROADCASTING • TELECASTING, June 11].

To Study Closely

"We are most concerned over these problems," Mr. Malin said, "and are giving them careful study in an effort to suggest solutions that will preserve the rights of Congress, the public and the witnesses. When this study has reached a conclusion, we should appreciate an opportunity to appear before any legislative committee which may undertake an inquiry."

As "more and more publicity media cover the events," he continued, the need for procedural fairness grows, and ACLU also feels that "differences between the media may be great enough to justify separate sets of rules to govern the conduct of each."

Among possible safeguards being considered, he said, are "complete and accurate testimony and full information about witnesses," and "preservation of the rights of privacy—at least to the extent common in other types of publicity."

Some questions ACLU will look into:

- **Should press cameras (with flash bulbs), television, newsreel cameras (with klieg lights) and radio microphones be excluded from the hearing room?**
- **Is there a chance they will distract witnesses from giving complete and accurate testimony?**
- **Should body conducting hearings decide what media are to be barred? Or should the witness?**
- **Should there be a requirement that any material adverse to a witness carried by newsreel, television or broadcast must be accompanied by adequate rebuttal?**
- **Does heightened publicity require changes in libel or slander laws?**

DETROIT STRIKE

Video Covers Mediation

TELEVISION enabled the citizens of Detroit to sit right in on negotiations during a transportation strike that had halted all public transportation for 59 days. Conferences between city officials and strikers had been showing little progress, but the one public hearing, which was telecast by WWJ-TV and WJBK-TV Detroit, was credited with helping to end the strike two days later.

A *Detroit News* story said:

Referring to last Saturday's televised hearing, the mayor (Albert E. Cobo) said they were helpful because they permitted the public and the operators to hear the truth.

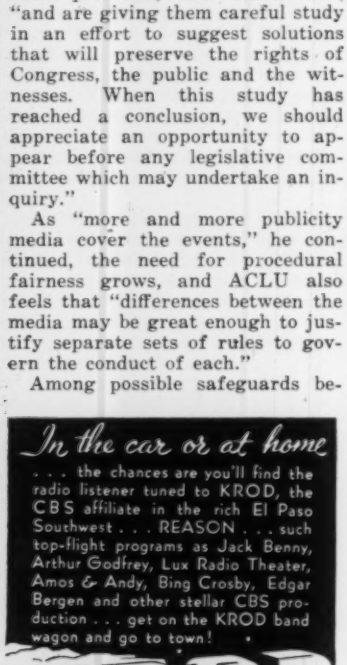
Mobile units from both stations were set up at City Hall where a public hearing was being held before the Common Council. The telecasts lasted over three hours, and audience interest was compared to that generated by the Kefauver hearings in the Motor City.

CANADIAN UNION

Capitol Film Gets Studio

ACQUISITION of Sovereign Studios by Capitol Film Productions is seen in Canadian circles as the "first union of radio and motion pictures to serve Canadian television needs."

As reported by *The Canadian Film Weekly*, Toronto, the formation of Capitol Film by Edward L. Harris, former general manager, Gaumont-Kalee, and Johnny Wayne and Frank Shuster, Canadian writing - acting - production team, puts Canada in a position where it can quickly join the broadcast-film arts for television. In the union, Capitol Film took over studio facilities July 1, the scene of experimental production for Canadian television during the last few months.


In the car or at home
. . . the chances are you'll find the radio listener tuned to KROD, the CBS affiliate in the rich El Paso Southwest . . . REASON . . . such top-flight programs as Jack Benny, Arthur Godfrey, Lux Radio Theater, Amos & Andy, Bing Crosby, Edgar Bergen and other stellar CBS production . . . get on the KROD band wagon and go to town!
KROD
EL PASO
CBS Affiliate
MORE DIALERS PER DOLLAR
600 on Your Dial
5000 WATTS
Southwest Network
Roderick Broadcasting Corp.
Dorrance D. Roderick
President
Val Lawrence
Vice President & Gen. Mgr.
Represented Nationally by
THE O. L. TAYLOR CO.

An assistant (r) introduces a Baltimore contestant to Mr. Hickman on Quiz of Two Cities. ➤

TV's EFFECT

Paper Circulation Surveyed

TELEVISION has had no apparent effect on newspaper circulations, according to an analysis made by Geyer, Newell & Ganger of 168 papers in 62 TV localities. Total circulation of all papers rose 2.1% from Sept. 30, 1948, to the same date of 1950, with 132 papers showing gains and 36 showing losses.

A higher percentage of evening papers (81%) showed circulation gains than did morning papers (75%), which Geyer, Newell & Ganger noted "is especially significant in view of the feeling expressed that the circulation of evening newspapers might be affected by the amount of time being spent in evening TV viewing."

The following table, comparing the fall circulations of 1948, 1949 and 1950, shows that morning papers lost circulation from 1948 to 1949, but more than made up that loss in the following 12 months.

* * *

CIRCULATION COMPARISON OF NEWSPAPERS IN TELEVISION CITIES
(Sept. 30, 1948 vs. Sept. 30, 1950)*

	Morning	Evening	Total
Number of papers	72	96	
Circulation—Sept. 30, 1948	15,587,000	14,773,000	30,360,000
—Sept. 30, 1949	15,468,000	14,851,000	30,319,000
—Sept. 30, 1950	15,775,000	15,225,000	31,000,000
Net Gain 1950 over 1948	188,000	452,000	640,000
Percentage of gain	1.2%	3.1%	2.1%
Papers showing a gain	54	78	132
Papers showing a loss	18	18	36

* Latest audit released to date for all papers.

GUNTHER QUIZ

Uses Inter-City Switch

AFTER 11 years on radio, Gunther Brewing Co., Baltimore, Md., has debuted its *Quiz of Two Cities* featuring competing contestants from Baltimore and Washington and involving a switching of audio-video facilities between WAAM (TV) and WMAL-TV. Another sidelight was the use of simulcast with WFBR Baltimore carrying the radio version.

First program went off without a hitch after two full rehearsals telecast on closed circuit. WAAM coordinates the weekly quiz, through Paul Kane, WAAM studio production supervisor. Emcee duties are handled by Henry Hickman in Baltimore and Bill Malone in the nation's capital. Nelson Baker and Baxter Ward also share announcing chores.

Program Technique

Pitting contestants of the two cities against each other for a minimum $250 jackpot which grows in value, the program opens in Baltimore, with name of show and sponsor, then shifts to Washington for camera shots. The WMAL picture goes to WAAM's control room, is cut in to the show by Mr. Kane, returns by cable to Washington and finally appears on the air on WMAL-TV's Channel 7.

Every time a contestant misses a question, the amount bid for goes into the "Premium Jackpot." At the end of each program, highest contestant in each city gets a chance at the question, with the correct answer winning the jackpot. Agency for Gunther is Biow Co., New York.

SERVICE

Twenty-four years of faithful service to American agriculture makes WIBW the most-listened-to-station in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

WKBN NEW HOME

Swings Into Operation

WKBN Youngstown, Ohio, began broadcasting from "Radio Youngstown," its new, modern structure, yesterday (Sunday). The new home, housing AM and FM and which was three years in the building, is located in the south outskirts of the city.

The CBS affiliate's building embodies the latest technical advances in radio with modern principles of construction and modern office furnishings. WKBN was located previously in the downtown area.

While final details in its construction are not yet complete, offices and studios were ready for occupancy at yesterday's broadcast opening.

Workmen will continue at the building through the summer with public inspection slated for the fall. The building is on a 60-acre tract of rolling lawn, and contains transmitting equipment in addition to offices and studios. There are five broadcast studios, one two-story studio planned for eventual television. Also planned for this occasion is a 500-ft. tower which has been constructed in addition to an array of four WKBN radio towers.

Grand opening is planned to coincide with station's 25th anniversary. It operates with 500 w on 570 kc.

WHYN-FM Grant

WHYN-FM Holyoke, Mass., has been granted special experimental authority by FCC to operate by remote control from the transmitter of its sister station, WHYN, without a licensed operator in attendance at the FM transmitter. The FCC in making the authorization until Dec. 20, 1951, said that it had some doubts as to how successful such control might be, particularly as to length of time that might be required for minor or major repairs. A full report on the operation was requested by Nov. 1, 1951.

GREENVILLE is SOUTH CAROLINA'S LARGEST METROPOLITAN AREA . . .

In EMPLOYMENT

GREENVILLE	45,964
Columbia	26,634
Charleston	23,217

S. C. Emp. Sec. Com., 1950

MAKE IT YOURS WITH
WFBC 5000 WATTS
Piedmont Station, Greenville, S. C

For the Greenville-Anderson-Spartanburg Markets
Represented by Avery-Knodel

IT'S a happy exchange as Robert (Jake) Embry (r), manager, WITH Baltimore, succeeds Denis Sartain, news director, WWDC Washington, as president of the Chesapeake Associated Press Broadcasters. New officers were elected at a meeting in Annapolis, Md., June 21. Elected vice presidents were Ted Koop, WTOP Washington; William Paulsgrove, WJEJ Hagerstown, Md., and Dan Hydrick, WDYK Cumberland, Md.

FCC SURVEY

McKinsey & Co. to Conduct

McKINSEY & Co., New York management consultant firm, has been awarded the $25,000 contract to conduct the remaining management survey at FCC. The study is to be completed by Nov. 30 and will be directed by John J. Corson, McKinsey executive, in Washington.

The analysis will cover the field engineering and monitoring division as well as those staff offices not included in the recently-completed Commission reorganization. Common Carriers, Safety & Special Radio Services and the Broadcast Bureau were the three phases contained in that reorganization.

Rep. Albert Thomas (D-Tex.), chairman of the Appropriations Subcommittee on Independent Offices, last week said his group had been urging the FCC to undertake such a survey for two years.

Elect McAndrews

ROBERT J. McANDREWS, managing director, Southern California Broadcasters Assn., has been elected president of the Hollywood Advertising Club. Elected to other offices were:

Mr. McAndrews

James Morgan, radio and television director, Raymond Morgan Co., Hollywood, first vice president; Harlan Palmer Jr., assistant publisher, Hollywood Citizen-News, second vice president; Martha Jeffres, executive secretary, Southern Calif. Advertising Agencies Assn., secretary; Robert Coleson, Western representative, Advertising Counsel, treasurer. Also named were two new directors, Vid Rosner, advertising manager, Lucy's of Hollywood (women's apparel store); Georgia Holbeck, assistant advertising manager, Van de Kamp Bakeries.

KPRO FILES SUIT

Cites Anti-Trust Violation

VIOLATION of the Sherman Anti-Trust Act is charged in a half million dollar triple damage suit filed in U. S. District Court at Los Angeles by Broadcasting Corp. of America, operator of KPRO Riverside, against San Bernardino (Calif.) Broadcasting Corp., former licensee of KITO San Bernardino and former owner Carl E. Haymond of Tacoma, Wash.

Named also as defendants are his son Carl Dexter Haymond, George Lindemann, former KITO manager, and Robert S. Conlan & Assoc. Inc., Kansas City, Mo., radio audience survey organization.

Suit cites that the defendants during 1947 and 1948 continuously conspired to injure KPRO's business and restrain its trade in interstate commerce by unfair competition and false representation in violation of the anti-trust laws.

The charge is made that KITO's management induced ABC to shift affiliation from KPRO to the San Bernardino station "by exhibiting certain fraudulent and false audience survey material."

Use of this alleged fraudulent survey material was made in raiding advertising accounts of KPRO and the diversion of prospective advertisers from the Riverside station also is included in charges.

Although KPRO allegedly suffered actual damages of $171,000, triple that amount is being asked for under Section 7 of the Sherman Act. Defendants also are asked to pay Broadcasting Corp. of America attorneys' fees (which amount to $51,300) under a provision of Section 7.

Carl Haymond is owner of KMO Tacoma and KIT Yakima.

NEWS COMMITTEE

NARND Sets Up Study Arm

MITCHELL V. CHARNLEY, U. of Minnesota journalism professor, will serve as co-chairman of the National Assn. of Radio News Directors' wire services committee with Jim Bormann, WCCO Minneapolis news director, according to Ben Chatfield, NARND president.

Mr. Chatfield also announced the committee study will begin at once with the U. of Minnesota cooperating with the radio news group. The report, which will study wire services with the aim of improving their radio news coverage, will be made in November at the annual NARND convention, Hotel Sherman, Chicago.

Other members of the committee are Johnny Murphy, WCKY Cincinnati; Orrin Melton, Sioux Falls; Bob Lyle, WLS Chicago; William Jenson, WHAS Louisville and U. of Minnesota; Rex Loring, CFCF Montreal; E. L. Heywood, Calgary, Alberta; John Beck, KNX Hollywood, Calif.; John Thompson, KNBC San Francisco.

WSYR

You Can Cover Central New York with ONE Radio Station

. . . and Summer Sales are always good in this popular resort area

Wonderful Availabilities

Write, Wire, Phone or Ask Headley-Reed

WSYR SYRACUSE 570 KC

WSYR — AM-FM-TV — The Only Complete Broadcast Institution in Central New York

NBC Affiliate • Headley-Reed, National Representatives

TAKING part in The Gannett Radio Group conference are, seated (l to r) John Henzel, manager, WHDL Olean, N. Y.; Paul Miller, vice president, Gannett Co., Rochester; Glover DeLaney, chairman, The Gannett Radio Group and manager, WTHT Hartford; Frank E. Gannett, president, Gannett Co.; Max Everett, president, Everett-McKinney Inc., New York; standing, Lowell H. McMillan, production director, WHEC Rochester; Robert J. Burow, manager, WDAN Danville, Ill.; Gunnar O. Wiig, chief counsel, Gannett Radio and general manager, WHEC; Dale Taylor, manager, WENY Elmira; LeMoine C. Wheeler, commercial manager, and William J. Adams, program director, WHEC; Bernard C. O'Brien, engineering counsel for Gannett and chief engineer, WHEC; Ralph Barber, sales representative, WHEC. The meeting was held in the Rochester Club June 18.

On All Accounts

(Continued from page 14)

sponsible businessmen so they can merely sign dinner tabs at restaurants, hotels and night clubs throughout the U. S. instead of paying cash. Once a month the club issues a convenient, consolidated bill for all dining and entertainment expenditures—"an ideal record for tax purposes and business needs," Mr. Azrael points out.

Aside from radio, Azrael Adv. enjoys identification as specialist in the field of mail order advertising.

Mr. Azrael also claims associate careers of a "Sunday painter" and "a good many civic, club and association activities" as well as a "small vegetable garden." His son, 16, and daughter, 13, keep things lively, he says, by their "all-embracing wisdom" and "keep him off balance consistently."

SOLD

PRODUCT:
Thom McAn Shoes

AGENCY:
Neff-Rogow, Inc.

CAMPAIGN:
2 announcements daily

BUYING NORFOLK? ADD WLOW THRU A FORJOE MAN!

WLOW

NORFOLK VIRGINIA

CRAIG PRESIDENT

Succeeds Wilson at AT&T

CLEO F. CRAIG, acting president of AT&T, was elected president last Monday, succeeding Leroy A. Wilson, who died June 28 [BROADCASTING • TELECASTING, July 2]. He had been named acting president the preceding week, shortly before Mr. Wilson's death after a brief illness.

A vice president of the company since 1940 and vice president in charge of finance since November 1949, Mr. Craig at various times also has been in charge of the Long Lines Dept., personnel relations, operations and engineering, revenue requirements and finance. Now 58, he is a native of Rich Hill, Mo., and joined AT&T at St. Louis upon graduation from the U. of Missouri in 1913.

ADVERTISING Federation of America has announced the creation of an advertising internship for college professors. The first internship was awarded to Frederick T. Bryan, chairman of the Dept. of Marketing at Boston College's School of Business Administration.

Deane Replaces Baker

BUDDY DEANE, WITH Baltimore emcee, has been named to replace Phil Baker on the station's 2-4 p.m. program. Mr. Baker had requested his release from the show due to his heavy schedule of network radio and television programs and because "there just aren't enough hours in the day to do justice to everything." Tom Tinsley, WITH president, expressed his regret at Mr. Baker's departure. In announcing the shift he said: "Buddy Deane has already created a sensation in Baltimore with his popular morning show *Wake Up Baltimore*. I feel sure he'll do even better with his additional time from 2-4 each week-day afternoon."

TWO semi-automatic machines for printing electronic circuits, one for flat surfaces and other for cylindrical surfaces, have been developed by National Bureau of Standards. Printers are products of continuing program of printed circuit development sponsored by Navy Bureau of Aeronautics, NBC said.

GANNETT GROUP

Wiig Examines Radio Power

NEW VIEWPOINT on programming and selling must be part of radio's re-examination in light of present-day factors affecting the broadcast medium, Gunnar O. Wiig, WHEC Rochester manager and chief counsel, The Gannett Radio Group, told delegates at a two-day conference of the five-station group held in the Rochester Club June 18.

Factors affecting radio and television include taxation, government regulation, and the normal changes in listener preference, Mr. Wiig said.

A better understanding of the radio audience will help both programming and selling, the conferees were told. See adjoining photo for others participating.

Among others, talks were given by Paul Miller, vice president of The Gannett Newspapers; Jack Knabb, public relations counsel, Radio Broadcast Management Council of Rochester, and John P. Street of Hartford-Conway Adv. Agency.

NAME HARLEY

TO NAEB Program Post

WILLIAM G. HARLEY, program director of WHA, U. of Wisconsin and the state station's FM network, has been named by the National Assn. of Educational Broadcasters to serve as program coordinator for several series of national educational broadcasts. He has been granted a year's leave of absence, until June 1, 1952, to accept the position.

He will be in charge of planning and presenting the programs which will fall into four general categories: International understanding, public affairs, our American heritage and the nature of man and human behavior. The project will be financed by a $300,000 grant from the Ford Foundation Fund for Adult Education and will be supervised by a special NAEB committee of which H. B. McCarty, WHA director, is a member.

WIBA
MADISON
WISCONSIN
NBC

TOPS THE FIELD
FROM 6 P.M. TO 8 P.M.

WIBA	38.8
"B"	23.9
"C"	12.4
"D"	11.7
"E"	4.3
"F"	2.3

MON. THRU FRI., JAN.-MAR. 1951
BY HOOPER

Avery-Knodel, Inc., Representatives
Badger Broadcasting Company
5000 WATTS ON 1310 . . . ESTABLISHED 192

programs promotion premiums

RADIO-TELEPHONE CHATS

WLS Chicago, *Purina Party Line*, Saturday, 12:30-1 p.m., sponsored by Ralston Purina Co., St. Louis. Rita Ascot and Jim Ameche, stars of program, call persons living in rural Purina distribution areas, ask such questions as "How old should a girl be before dating?" and "Should the son or daughter with summer job pay room and board at home?" Personal discussion program ties in with spot announcements and other promotion.

ALL OUT PROMOTION

WWL New Orleans went all out in promotion of *Mario Lanza Show*, summer replacement sponsored by Coca-Cola Co. Three-way tie-up with station, local RCA Victor record distributor and managers of local variety stores, used advertising and promotion campaign to push products. Dashboard cards were used on buses and streetcars during month of June. Floor displays, window display featuring life size cut out of Mr. Lanza standing before WWL mike, counter displays and 1,500 postcards were sent out and posters were used. WWL prepared two special five-minute records introducing "this great RCA Victor recording artist as sponsored by Coca-Cola over WWL-CBS" with record closing with song by Mr. Lanza.

TV PACKS IN CUSTOMERS

AMERICAN National Video Production Inc., Chicago, *Parade*, 10:15-11 Monday, sponsored by National Clothing Co., Chicago. Firm happily reports selling power of TV demonstrated during four-hour sale at clothing company held 8-12 p.m. when more than 6,000 persons jammed Loop area streets, greatly taxed efforts of Chicago Police Dept. to keep traffic moving, swamped clerks. Announcement of sale carried on *Parade* just once (night before sale scheduled)—no other announcements made, no other media used. Results so amazing, response so good, store manager reports more than a third of potential customers had to be turned away, said 70 more clerks would have to be hired to handle customers at next sale advertised on program.

JAPANESE 'FCC' HEARD

KLZ Denver, June 27, host to Japan's equivalent of FCC—Radio Regulatory Commissioners — who were interviewed by Hugh B. Terry, vice president and general manager of station. Japanese commissioners are visiting U. S. studying American broadcasting methods.

DOPE DRAMAS

WMAQ Chicago, *The Black Mark*, series of three drama documentaries on teen-age dope addiction in Chicago. First show featured addicted youths in recorded interviews conducted by Leonard O'Connor, station newsman, who has worked on problem for five months. Name of show taken from "black marks" left on heroin addicts arm from needle injections. Final show, July 21, will outline measures which should be taken to halt spread of narcotic addiction. Station reports that data will be made available to the Senate Crime Committee.

PERSONALITY CONTEST

TWO-AND-ONE-HALF weeks of on-air promotion netted KAYL Storm Lake, Iowa, 262 entries from 35 towns in its third annual child personality contest. Youngsters of 6 years and less were entered in the competition, which was tied-in with local photo studio. Tex Ritter served as judge of photographs in two groups, children up to 3 years and from 3 through 6. Response came from seven counties in KAYL's listening area. Station used two spots and one program daily, and no newspaper or other outside promotion.

NEWS BEAT SCORED

WPTR Albany, June 24, aired first bulletins and telephone interviews with State Police, after apprehension of suspect sought in connection with the murder of State trooper. News Editor Ed Graham broadcast first of bulletins 15-minutes after the suspect was taken into custody, following with more complete story in 45-minutes. Mr. Graham, June 6, broadcast the first bulletin, 90-minutes, following the death of the trooper. He followed that up with interview with newspaperman covering story. Chief Inspector Francis McGarvey, who helped in breaking the case, praised radio and television for their coverage and keeping the case before public.

DRAWS ACTION

KFMB San Diego, *Editorial Page*, Fri., 6:30 p.m., presents controversial facts on subjects of interest to local listeners. It has both pro and con factions with station giving its own outlook on subject and asks listeners for their comment. Recent program analyzed reasons for city's failure to meet blood quota for the Armed Forces. Station exposed friction between local blood bank and local chapter of the Red Cross. Within 48 following the program, representatives from both organizations along with station official as a guest, visited the city managers office. A new policy was adopted for procurement plan for blood.

CRIME HEARING

WTVJ (TV) Miami, June 21-22, carried Senate crime hearings held in Miami. Prior to hearings there was some doubt that night sessions would be carried on WTVJ. Station received over 800 telephone calls in two hours from viewers asking that every effort be made to persuade Senators to allow telecasts. After committee gave permission, station cancelled over 18 hours of commercial programming to carry hearings as public service. WTVJ reports letters and postcards poured in praising it for carrying proceedings.

NARCOTIC INVESTIGATION

WWDC Washington, June 26-27, carried Senate Crime Committee's investigation of narcotic traffic. Station claims it was only local outlet to carry show live, cancelling all afternoon commercial shows. In addition to live broadcast, station carried 15-minute tape recorded highlights each night. June 28, station aired MBS interview with Barney Ross, ex-lightweight boxing champion, and Comr. Harry J. Anslinger, Narcotic Bureau chief, on problems of narcotic addiction.

MAILING PIECE

WSJS Winston-Salem, N. C., sending trade and advertisers mailing piece citing listener coverage. Cover has picture of rooster crowing and back says "In Winston-Salem the station most people listen to most is WSJS!" Inside gives facts on listening in the morning, afternoon and evening.

KOREAN REQUESTS

KLKC Parsons, Kans., *Request Time*, 4:15-6 p.m. Monday through Saturday. Jay Pratt, program's announcer, gets requests from area's servicemen serving in Korea, calls family to make sure they are home, plays requested tune for family.

BILLBOARD PROMOTION

MBS sending trade and advertisers large tear sheet with picture of billboard, saying "More radio homes than ever before." Note attached reports ". . . these six words state one of the most significant differences between Mutual and all other networks today . . . so we've taken these six words off our sky-high signboard and placed them on your desk for close-up scrutiny."

Further ideas or samples of the promotion items mentioned on this page are available by writing to the individual companies.

immediate revenue produced with regional promotion campaigns
23 years of service to the broadcasting industry
experienced sales personnel will sell community programs throughout your coverage area
HOWARD J. McCOLLISTER Company
MEMBER N. A. B.
66 ACACIA DRIVE
ATHERTON, CALIFORNIA
DAVENPORT 3-3061
PAUL W. McCOLLISTER, General Manager

Feature of Week

(Continued from page 18)

promoted Leonard refrigerators with 40 spots per day, for six consecutive days. During the campaign only chain-breaks were used.

Adding up the score-sheet, Mr. Klein found Ginsbergs sold out of Arvin electric fans three days after mass spotting started. For the sewing machine campaign, a waiting list of 200 customers suddenly was created. From the very start when Union Furniture used mass-spotting to announce its appointment as Crosley dealer, store traffic increased on each succeeding day in relation to potential Crosley purchasers.

According to Mr. Klein: "Ginsbergs definitely feels that this is the only way to really hit the radio audience with effect. Ginsbergs is now planning a fall campaign built around mass spotting."

Mr. McGovern says mass-saturation is the solution for retail selling over the air. Forty chain-breaks a day will do a better job of retail or "tomorrow-morning" selling than a full page ad in the newspapers. And at a lower cost, he reminds.

With the Ginsberg campaign in mind, Mr. McGovern concludes that the radio industry should adopt the slogan "Forty Spots A Day Will Outpull Any Full-Page." To that he adds, BAB should take the matter up.

Time Buyers, NOTE!

NO TV

Stations within

60 miles of

YOUNGSTOWN, O.

Ohio's 3rd

Largest Trade Area

Buy

WFMJ

The Only ABC

Station Serving

This Market

5000

All programs duplicated on

WFMJ-FM

50,000 Watts on 105.1 Meg.

WATTS

CALL

Headley-Reed Co.,

National Representatives

TORNADO COVERAGE

WRVA, WCCO, KGNC Perform Emergency Service

TORNADOS which ripped through Texas, Virginia and Minnesota drew on-the-spot radio coverage, with KGNC Amarillo, WRVA Richmond and WCCO Minneapolis reporting their activities to BROADCASTING • TELECASTING.

Two technicians of KGNC were officially commended by the U. S. Weather Bureau's local office for their role in giving a tornado warning.

Bill Curbow and Marvin Armstrong, on duty at the transmitter, saw the tornado cloud forming near the KGNC towers. The regular observation system had not revealed the storm. The KGNC technicians notified the Weather Bureau and followed up with information on the storm's movement. In all they saw eight storm funnels.

Commenting on the warnings, Meterologist H. C. Winburn, of the bureau, wrote Bob Watson, KGNC assistant manager: "Their report allowed warnings to be broadcast to residents of the northeastern Panhandle. Both Amarillo papers mentioned residents of White Deer had heard radio warnings of the storm in their area and this allowed them to warn their neighbors and to take shelter from the storm. The fact that no lives were lost in the vast destruction at White Deer attests that they had been forewarned."

KGNC has a storm cellar at the transmitter, complete equipped with a speaker system so the station can be monitored from underground.

Richmond Storm

Richmond's twister struck June 13 just before the peak of homeward-bound traffic. Many persons were trapped in their autos by falling trees, 600 buildings were damaged, power was cut off in hundreds of homes, phone lines were down—for a while, even the police radio was out.

WRVA sent out the first bulletin just three minutes after the tornado hit. Emergency announcements recalling police and firemen were aired every 10 minutes. George Passage, WRVA news editor, and John Tansey, assistant program manager, were among the first to spot the twister. Going into action, they were able to present a half-hour program combining news, emergency instructions, and tape recordings of victims only an hour after the tornado first struck. Another half-hour program at 10 p.m. the same evening gave early developments.

WRVA won praise from city officials for its invaluable liaison work between the public and emergency crews.

Three tornados in Minnesota left

Technicians Curbow (l) and Armstrong.

* * *

in their wake one dead, more than 25 injured, and countless buildings leveled. It also blew WCCO into action and resulted in coverage of which the station is justifiably proud.

Dermit Sueker, control room engineer, phoned WCCO from his home and gave an eye-witness account of the damage. The newsroom used a tape-recording-telephone hookup to get eye-witness accounts from another area. Larry Haeg, WCCO farm service director, who lived near a different damaged area, gave a telephonic eye-witness account. All were used on the *Cedric Adams News* show.

WASHINGTON FM

University Outlet Set

FCC-APPROVED FM station for the U. of Washington, at Seattle, will go on the air about Oct. 15, BROADCASTING • TELECASTING was informed last week by Prof. Edwin H. Adams, executive officer of the university's Dept. of Radio Education. Operating on 90.5 mc, with a 1 kw transmitter and a new Western Electric control board, the station otherwise will utilize existing studio and control facilities, which were developed for the university's radio-training courses and its statewide transcription service. Studios will remain in Radio Hall, on the university campus, and the transmitter will be atop the Administration Bldg.

Prof. Adams, who will serve as station manager, also announced the staff positions, as follows:

Bruce Calhoun, program director; Ken Kager, production manager; Al Roberts, chief engineer. The station will be largely student-staffed, Mr. Adams said, because of the recent budget cut imposed on all university operations by the state legislature.

Women Broadcasters

ALICE KEITH, president National Academy of Broadcasting, Washington, struck a blow for employing more women in the broadcasting field fortnight ago while addressing representatives of church groups in Koinonia House near Baltimore. "Since women, as a whole, are the chief purchasers of advertised products and since they are keenly aware of the needs in the home, their active cooperation is called for, not only as listeners, but as participators and employes," Miss Keith declared.

WHBU AID

Power Failure Emergency

EMERGENCY instructions for Anderson, Ind., following local power plant explosion in mid-afternoon June 18 were aired by WHBU there in public service effort.

Relying on emergency power equipment to return to the air, WHBU told citizens to conserve depleted water supply and stay off streets to ease traffic light-less congestion. Station also repeated bulletins from police, fire and water departments throughout night. Return of power to some areas, plus auto and battery radios, were credited by WHBU as enabling it to keep public informed.

Godfrey to Paris

ARTHUR GODFREY, CBS radio and TV star, left on a flight to Paris July 5 at the request of Bernard Baruch, U. S. elder statesman. While in Paris, Mr. Godfrey will confer with Mr. Baruch and Gen. Dwight D. Eisenhower. Substituting for Mr. Godfrey until his return, July 15, will be: Robert Q. Lewis, 10-11:30 a.m., Mon.-Fri., CBS; Herb Shriner, CBS-TV and radio *Talent Scouts*, Mon.. 8:30-9 p.m., and Frank Parker for *Godfrey and His Friends*, CBS-TV, 8-9 p.m.

WFRP Joins Liberty

WFRP Savannah, Ga., has signed a contract for affiliation with Liberty Broadcasting System, effective yesterday (Sunday). WFRP, operating on 1230 kc with 250 w, is licensed to Georgia Broadcasting Co. John F. Pidcock is president; James M. Wilder, secretary, and John G. Williams, treasurer.

TRADE CODE

FTC Plans Second Meeting

A SECOND session devoted to discussions on trade practices of the radio and television industry is tentatively scheduled for late September, the Federal Trade Commission announced last Monday.

First meeting was held in Washington June 21 [BROADCASTING • TELECASTING, June 25]. At that session, convened at the request of Radio-Television Mfrs. Assn. and other groups to blueprint new rules for television practices, color TV emerged as a bitter issue.

FTC in its announcement last week said those attending the meeting agreed a second conference was necessary. They also recommended, FTC said, that "a staff draft of suggested trade practice rules should be prepared by the Division of Trade Practice Conferences of the Bureau of Industry Cooperation."

This draft will be distributed among members of the industry for study in advance of the second conference, the commission said. The staff will draw up rules on all the subjects suggested by the "various associations and members of the industry" and will be a basis for further talks, FTC added.

Canadian Radio Rules

OPPOSITION PARTY leaders in the House of Commons at Ottawa June 29 urged the Canadian government to appoint a committee in the fall to study the radio section of the Massey Report, of which the minority report recommended establishment of a separate regulatory body for broadcasting in Canada. Subject came up during a discussion of money matters prior to adjournment of the session, with the government asking for $1.5 million interim advance to Canadian Broadcasting Corp. to tide it over current deficits. Should the government implement the Massey Report majority recommendations, CBS would receive an annual grant of $5 million, Revenue Minister J. J. McCann told Parliament. There has been no Parliamentary Radio Committee since last year.

air-casters

DAVID A. MOSS, program director and sales and sports representative WCTC New Brunswick, N. J., appointed program director WESC Greenville, S. C.

MARGARET MAU, promotion manager WSAI Cincinnati, to WBNS-TV Columbus, as sales promotion and merchandising manager.

ROBERT PETKIN to KLAC-TV Hollywood, as producer of *Joe Graydon Show*. He replaces **AL LAPIN Jr.,** resigned to become assistant in charge of television film production for U.S. Office of Civilian Defense, Washington, D. C.

BOB KINDER to announcing staff of CKSF Cornwall, Ont. He was with CBO Ottawa and the Canadian Assn. of Broadcasters.

TOMMY CHURCH, program director CFBC St. John, N.B., resigns.

MIKE HOPKINS, announcer CKFH Toronto, appointed program director of CKCW Moncton, N. B.

EDWARD ARNOLD, of ABC *Mr. President* will address convention of International Retail Clerks Assn. July 17 in Washington, D. C. Mr. Arnold recently completed four years of 208 broadcasts of the *President* series.

JEANNE GRAY of CBS-TV *Jeanne Gray Show* and Dr. John Brown McDonald, chief of medicine, for William E. Branch Clinic, Hollywood, married June 30, in Santa Barbara, Calif.

CHARLES HAMILTON, public service director KFI Los Angeles, received "Job Well Done" citation from National Vocational Guidance Assn. for "most cooperative attitude and unequaled public service in making radio and television time available for interpretation of community problems."

ED WALLICK, accounting department KNBH (TV) Hollywood, to NBC Hollywood, on accounting staff.

GEORGE RAFT, movie actor, takes title role of CBS *Rocky Jordan* series, 9-9:30 p.m. (PDT). Program formerly on only Columbia Pacific stations.

MARVIN MILLER, announcer on NBC *The Railroad Hour,* now appearing in stage presentation of *Detective Story* at Ivar Theatre, Hollywood.

J. CARROLL NASH signed for CBS *Life With Luigi* for third consecutive season, resuming August 28.

SHELLY GROSS, announcer WFIL Philadelphia, father of boy.

TED SCHNEIDER, operations manager WMGM New York, father of daughter, Lynn, born June 18.

JEAN HERSHOLT of CBS *Dr. Christian* program, elected director of Hollywood Chamber of Commerce.

DANNY O'NEIL, Chicago TV singer and recording star, was injured July 1 when car he was driving skidded and rolled over four times near Almo, Minn. He was on fishing trip with friend, and is reported in normal condition now.

Capt. WALTER KARIG, special deputy chief of information U. S. Navy, to NBC-U. S. Navy television project, as Navy technical advisor.

JAMES FASSETT, supervisor of music CBS, visiting Holland as guest of Holland Festival Committee and Radio Nederland.

FOUR ABC Hollywood staff members have been honored with "Nurse of Mercy" awards from City of Hope, Duarte, Calif. for their recent efforts on behalf of hospital's campaign for funds towards its projected cancer hospital. The men, **FRANK La TOURETTE,** director of news and special events, ABC Western Div.; **HANK WEAVER,** ABC news and sports commentator; **MARK JORDAN** and **BILL DAVIDSON,** network announcers, conducted 15 hour marathon on KECA-TV, local ABC outlet that netted the hospital over $175,000 [BROADCASTING • TELECASTING, June 25].

News . . .

KEN PARSONS, assistant farm director KMBC-KFRM team Kansas City, Mo., appointed associated farm director.

Mr. Parsons

BILL O'DONNELL, sports director WIBX Utica, N. Y., to KWIK Pocatello, Idaho, as sportscaster. He will handle baseball, football and basketball broadcasts.

BOB FERRIS, news and special events director KJR Seattle, to news staff KFWB Hollywood, Mr. Ferris writes and conducts seven daily newscasts on station.

CHARLES T. WADE, news director WCYB Bristol, Va., appointed director of news and special events WCSH Portland, Me.

JOE ANDREWS, editor *Bartow Herald,* Cartersville, Ga., appointed to news staff WMAZ Macon.

STUART NOVINS, associate director of public affairs CBS New York, has received *Job Well Done* citation from National Vocational Guidance Assn. for "outstanding job" while he was CBS Hollywood public service director.

CARROLL ALCOTT, news analyst CBS Hollywood, starts *The World Today* on Columbia Pacific, replacing **WILLIAM SHADEL,** returned to CBS Washington headquarters.

BERTRAM LEBAHR III, sportscaster on WMGM New York under name Bert Lee Jr., on June 23 married Dorothy Joyce Cohn. Mr. Lebahr is son of **BERTRAM LEBAHR JR.,** director of WMGM and Metro-Goldwyn-Mayer Radio Attractions.

GEORGE MILLER, sports director WPTR Albany, registered a hole-in-one on the Western Turnpike golf course, June 27.

ELECT TEICH

Heads Iowa Tall Corn

W. J. TEICH, KROS Clinton, has succeeded Ben Sanders, KICD Spencer, as president of the Iowa Tall Corn Network, it was announced following the regional group's June 14-16 annual meeting at Lake Okoboji.

Other officers appointed were Hugh R. Norman, KSTT Davenport, and Dietrich Dirks, KCOM Sioux City, vice presidents; and William P. White, KFJB Marshalltown, secretary-treasurer. During the meeting, KCIM Carroll was welcomed as the Iowa group's 13th addition.

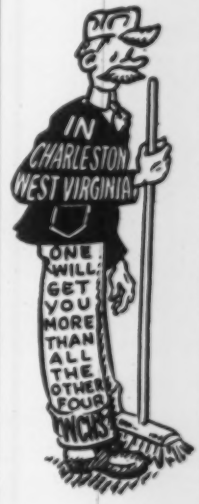
WLIB New York adding 8¾ hours weekly to its Negro broadcasting schedule, bringing total time devoted to such programs to more than 38 hours a week.

Mr. Phil Archer
Knox Reeves Adv., Inc.
Minneapolis, Minn.

Dear Phil:

You fellers ain't troubled with inflation when yuh buys time on WCHS! Nosirree, West Virginia's Number One Station gives yuh more fer yer money then yer kin shake a stick at! Why, Phil, even with five radio stations in town, th' latest Hooper shows that WCHS has 43.1% uv th' audience — mor'n two an' a half times as much as th' next rankin' station! An so far as time o' day is concerned, yuh kin jest take yer pick. Jest select anytime atall, an' th' chances are 6 outa 7 thet you'll be in th' highest rated quarter-hour an th' air at th' time! Yuh jest cain't beat thet fer a shure thin', Phil!

Yrs.
Algy



WCHS
Charleston, W. Va.

KGW carries the weight in the Oregon Market DAY or NIGHT

KGW PORTLAND, OREGON
on the efficient 620 frequency
AFFILIATED WITH NBC
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

Provo Joiners

THREE prominent civic organizations in Provo, Utah, are now headed by KVOO staffers. Both chambers of commerce—senior and junior—are presided over by Station Manager Arch L. Madsen and Sales Manager L. H. (Curt) Curtis, respectively. Provo's Twenty-Thirty Club is headed by Salesman Harold Toldboe.

WJWL GEORGETOWN

New Del. AM Daytimer

NEW DAYTIME AM station in Georgetown, Del., WJWL, began operation June 27 with 1 kw on 900 kc. Outlet is owned by the Rollins Broadcasting Inc., which also owns WRAD Radford, Va., and WFAI Fayetteville, N. C.

Frank Knutti, former manager of WLSI Pikeville, Ky., is WJWL general manager. Other staff members include: Norman Glenn, commercial manager and publicity head, formerly manager of remote studios for WBOC Salisbury, Md.; Bill Jaeger, former WBOC announcer, program director; Chief Engineer Edward Marzoa, former chief engineer at WFAI; Muriel Meade, continuity and traffic; Frank Delle, announcer, and Jo Lee Downing, receptionist.

GENNETT-

SPEEDY-Q

WELCOME THE NEW

EMI

SOUND EFFECTS

AND MOOD MUSIC RECORD LIBRARY

to the U.S.A.

All three now under one roof in New York. Largest combined effects and mood music library in the world! Faithful reproduction and flawless recording on non-breakable vinylite - double-faced 10" and 12" pressings, 78 r.p.m. Each $2.

Regional distributorship inquiries invited.

Exclusive U.S.A. Distributors

CHARLES MICHELSON, INC.

15 West 47th St., New York 19, N. Y.

PLaza 7-0695

CATALOG AVAILABLE

New Business

(Continued from page 11)

from July 25 for 52 weeks through Needham, Louis & Brorby, also Chicago. *The Falcon* is heard during that time period now, and will be replaced with the *Great Gildersleeve* in the fall.

RCA VICTOR Div. of RCA renews *The Phil Harris-Alice Faye Show*, Sun. over NBC, effective Sept. 30. New time period for program is 8-8:30 p.m., with *The Big Show*, NBC, Sundays, moving up to the 6:30-8 p.m. spot. Agency for RCA Victor: J. Walter Thompson Co., N. Y.

NBC-TV renews contract with Firmcraft Productions, for filming *Groucho Marx-You Bet Your Life*, sponsored by DeSoto-Plymouth Dealers. Agency: BBDO, N. Y.

U. S. ARMY AIR FORCE to sponsor *Sports Newsreel*, starring Bill Stern, on NBC, Fri. 10:30 to 10:45 p.m., starting Nov. 30, for 26 weeks. Agency: Grant Adv., Chicago.

KELLOGG Co., Battle Creek, in early fall moves two programs, *Mark Trail*, multi-weekly adventure series, and *Victor Borge Show*, five minute multi-weekly music and comedy program, from MBS to 250 ABC stations, 5:30-55 p.m. for *Mark Trail* and 5:55-6 p.m. for *Victor Borge Show* [CLOSED CIRCUIT, June 11]. Agency: Kenyon & Eckhardt, N. Y.

CORY CORP., Chicago (household appliances) to sponsor Tues.-Thurs., 12:45-1 p.m. segment of new Frances Langford-Don Ameche program (Mon.-Fri., 12 noon to 1 p.m.) over ABC-TV.

GENERAL FOODS (Sanka Div.), N. Y., replacing summer show, *Who's Whose*, after one performance with another panel show, *It's News to Me*, John Daly moderating, Mon., 9:30-10 p.m. (EDT) on CBS-TV. Agency: Young & Rubicam, N. Y.

R. J. REYNOLDS, (Camels) to sponsor *Your Show of Shows*, NBC-TV, Sat., 9-9:30 p.m. Firm had sponsored *Jack Carter Show*, Sat. Crosley which sponsors that half-hour of *Your Show of Shows*, undecided about autumn plans. Camel agency: William Esty & Co., N. Y.

APPLY VALLEY INN, Apply Valley, Calif. (resort) to sponsor July 14 only. 5-5:30 p.m. (PDT) $100,000 Gold Cup Handicap Race at Hollywood Park, Inglewood, Calif., on 34 CBS Western and Hawaii stations. Agency: Swafford & Co., L. A.

LAMBERT PHARMACAL Co., St. Louis (Listerine Toothpaste and Prophylactic Toothbrushes), to sponsor *So You Want To Lead a Band*, featuring Sammy Kaye, over CBS-TV, Sat., 7-7:30 p.m. beginning July 28. Contract is for three years in 26-week segments. Agency: Lambert & Feasley, N. Y.

Agency Appointments • • •

JEWEL MATTRESS Co., Detroit, appoints Ruse & Urban Inc., same city, to handle advertising. Radio and TV will be used.

TILETONE Co., Chicago (shower cabinets), names Casler, Hempstead & Hanford, same city, to handle advertising. **Charles O. Puffer** is account executive. Radio may be used later.

DICTOGRAPH PRODUCTS Inc., Acousticon Div., N. Y., appoints Walter McCreery Inc., Beverly Hills, Calif., to handle advertising. Network and local radio and television will be used. **Robert Svensson** is account executive.

BRITISH FORD DEALERS of Northern and Central California appoint Richard N. Meltzer Adv. Inc., S. F., to handle advertising. Fall television show is planned.

COLUMBIA TOBACCO Co., N. Y. (duMaurier filter-tip cigarettes), appoints Anderson & Cairns, N. Y., as agency. Firm probably will use nation-wide radio spots.

GROVE LABORATORIES Inc., St. Louis (Fitch hair preparations), appoints Vickers & Benson Ltd., Toronto, to handle Canadian advertising. Agency already handles number of other Grove Labs products.

Adpeople • • •

KENNETH B. BONHAM, former president of Emerson Drug. Co., to American Home Products Corp., as assistant to **WALTER F. SILBERSACK**, president.

REESE H. TAYLOR, president Union Oil Co., Los Angeles, elected alumnus trustee Cornell University, Ithaca, N. Y.

B. L. West (l), first vice-president of Cussins & Fearn, and WHKC Sales Manager Harry Hoessly, watch Mr. Wunderlich complete the giant contract.

• • •

RADIO IMPACT

Chain Stresses News on WHKC

FOLLOWING a check of its radio advertising's impact, Cussins & Fearn Co., Ohio chain of 40 stores, has signed for a total of one and one-half hours daily in newscasts on WHKC Columbus, Ohio.

Ray Wunderlich, firm's president and general merchandise manager, explained that the huge block is broken down into 10 daily programs, ranging from five to 15 minutes. First show goes on with WHKC's 6 a.m. sign on and the final newscast is during the 6:30 p.m. dinner hour. Contract started July 2.

Cussins & Fearn's radio with WHKC during the past several years has been checked, Mr. Wunderlich said. "Quotas for our 1951 anniversary sale were set beyond our actual expectations, yet the repetition theme in our radio advertising brought results that far exceeded our pre-set goals." He pointed out the company's slogan is "Repetition is Reputation in Business."

WHKC covers all Cussins & Fearn's Ohio markets and reaches "five million present and potential customers," Mr. Wunderlich offered as the reason for choosing WHKC to carry the bulk of the company's advertising.

GE Tube Plant

GENERAL ELECTRIC expects to have its new $6 million receiving tube plant built at Anniston, Ala., by early 1952, according to J. M. Lang, manager, GE's tube divisions. The plant is part of GE's expanding activity in the manufacture of "high-reliability" tubes for military purposes. Firm plans to employ 2,000 persons in the new plant's 150,000 square feet of floor space.

Why buy 2 or more... do 1 big sales job on "RADIO BALTIMORE"

Contact EDWARD PETRY CO

WBAL

PEACE BY RADIO

Media's Diplomacy Role Outstanding

THE HIGH STRATA of diplomacy is taking to radio like the duck to water, as can be seen by the radio by-play that drew the U. S. and the Korean-Chinese Communists closer to the negotiating table.

The first fuse was lit by the UN Radio talk of Jacob Malik, the USSR delegate, June 23. This was followed by Gen. M. B. Ridgway's communication to the Communists, also via radio, presenting the UN proposal for a cease-fire. Peiping Radio accepted, and its conditions specifying a delay of talks also were broadcast.

State Dept.'s International Information Program (Voice of America) relayed the Ridgeway offer in four Chinese dialects—Mandarin, Cantonese, Amoy and Swatow. The statement was carried in 45 languages in all by Voice, with heaviest emphasis on its output to Korea and China.

The Malik broadcast, recorded as the 13th in a series of 14 weekly programs, was prepared and distributed by UN Radio as part of its *On The Record* series (formerly called *Memo From Lake Success*).

UN Radio spokesmen said that while the program is carried weekly on Saturday over the CBS network, the division was swamped with requests from other radio networks and outlets for the recording following the electrifying release of the Soviet delegate's prepared script the night before the broadcast.

The same program also is heard in various languages in at least 10 other countries in addition to all of the Middle East and Latin America.

Highlights of the Malik talk had been put on film for later distribution for television and movie coverage. UN Radio is now putting together a film series, which will be 15-minutes in length, with three to four talks combined in each program.

When the content of the Malik speech was made known, however, filmed highlights of the talk were released for general consumption immediately, UN Radio reports.

TRUTH CAMPAIGN

Ad Council Asks Help

THE ADVERTISING Council will call on the radio and TV industry to help support its September campaign, "Help Truth Fight Communism, Join the Crusade for Freedom," in behalf of the Crusade For Freedom. The new campaign will attempt to enroll 25 million U. S. citizens in the Crusade, and raise $3½ million publicly to support Radio Free Europe and Radio Free Asia.

Volunteer coordinator of the Ad. Council project is Allan Brown, vice president of the Bakelite Co. and former chairman of the Assn. of National Advertisers. Hewitt, Ogilvy, Benson & Mather, New York, is the volunteer agency.

LATIN AMERICA

New Facilities Announced

TWO new Latin American stations and three changes in existing stations were reported by FCC following notification from the Dominican Republic and Mexico under provisions of the 1941 North American Regional Broadcasting Agreement. Changes reported (probable commencement date in parentheses) are:

HI6T Santiago, Dominican Republic, new Class II station, 1 kw fulltime on 1090 kc (July 30).

XEFJ Teziutlan, Puebla, Mexico, new Class II station, 1 kw day on 680 kc (Sept. 5).

XEAW Monterrey, N. L., Mexico, increases day power from 1 kw to 3 kw, retaining 500 w night, on 1280 kc. Class III-B. (Sept. 1.)

XEAS Nuevo Laredo, Tamaulipas, Mexico, increases day power from 250 w to 1 kw, retaining 250 w night, on 1410 kc. Class IV. (Sept. 1.)

XELC La Piedad, Michoacan, Mexico, increases day power from 1 kw to 5 kw, retaining 1 kw night, on 1600 kc. Class III-A. (Sept. 1.)

CBC Actions

CKVD Val d'Or, Que., has been given permission to increase power from 100 w to 250 w on 1230 kc, to improve service in its area, by the board of governors of Canadian Broadcasting Corp., at Ottawa, June 21-22. Emergency transmitter licenses were recommended by the CBC board for CFRN Edmonton, CJOY Guelph, CJOR Vancouver and CHSJ St. John, N.B. Broadcast pick-up licenses were recommended for CFCF Montreal and VOCM St. John's, Nfld. Share transfers were recommended for a number of stations; CJRW Summerside, CHLP Montreal, CKOY Ottawa, CKCK Regina, CFAB Windsor and CKEN Kentville, N. S., CFCH North Bay, CJKL Kirkland Lake and CKGB Timmins, Ont.

WDRC

HARTFORD & CONNECTICUT

WDRC—FM

3R's=1st

The 3 R's . . . Ratings, Rates, Results . . . made WDRC 1st choice in the Hartford Market. Write Wm. Malo, Commercial Mgr., for availabilities. Represented by Raymer

Advertisement

From where I sit *by* Joe Marsh

What's So Funny?

Just finished reading a magazine article that "proves" you and I don't know what's funny.

A bunch of psychologists came to this sad conclusion after telling jokes to college students. Very often they would give out with what they considered a side-splitter—and not get even a chuckle in response. Other times the students would laugh their heads off at stories that weren't considered really funny.

Maybe I'm wrong, but what makes a psychologist such a better judge of humor than the rest of us? If a man gets a kick out of a joke that proves it was funny to him—doesn't it?

From where I sit, when psychologists try to set up a standard for a sense of humor they're getting too serious for me. Stands to reason that different people laugh at different things, just as they have different tastes for most everything. I'm partial to a glass of beer with meals myself—but I promise not to make any "wisecracks" if you prefer tea.

Joe Marsh

Copyright, 1951, United States Brewers Foundation

Strictly Business

(Continued from page 18)

lades although never tried before in the Lone Star State.

Born in Springfield, Mo., June 12, 1917, Mr. Rogers' ties with radio date back to the twenties when he started as a cub announcer at KXYZ Houston.

To get his start in the advertising field, Mr. Rogers expended vitality in a versatile array of positions in radio including selling, writing, commercial and station memberships.

From this indoctrination, Mr. Rogers had a close look at the printing media, working on the display staff of a few Texas dailies and knocked on the door of the advertising world by becoming account executive at Houston's Rogers-Gano Adv. Agency.

Heads Agency

There, Mr. Rogers busied himself in the position of radio director, and when his father died, he became the agency's president.

With World War II, Mr. Rogers exchanged civies for the forest-green of the Marine Corps. The war's end brought dissolution of the agency and the anonymous letter to Mid-Continent.

For Mr. Rogers, the advertiser's basic philosophy boils down to this: Strong advertiser-agency and media relations and more truth in advertising.

His professional affiliations include membership in various Assn. of National Advertisers' committees, lieutenant governor of the 10th District, Advertising Federation of America; Tulsa Press Club, immediate past president of Tulsa Advertising Federation. He also is a member of the Episcopal Church of Tulsa, Tulsa Country Club and Phi Kappa Psi fraternity.

Mr. Rogers' wife is the former Ruth Bellows of Houston. They have two children, Lee, 10, and Carolyn, 5.

When not engrossed in the advertising-sales momentum of Mid-Continent, Mr. Rogers engages in his hobby, "all sports." He particularly likes golf, hunting and football.

KSWM
JOPLIN, MO.
REACHES 446,600 PERSONS WHO SPEND... $285,550,000 ANNUALLY IN TOTAL RETAIL SALES!

* This map shows airline miles to the nearest large cities, assuring complete CBS service to the great Joplin, Mo. district.

Now in its *fifth year* of service, KSWM is an integral part of all community affairs and activities.

KSWM
CBS in
JOPLIN, MO.
Nationally Represented by William G. Rambeau Co.
Austin A. Harrison, Pres.

book reviews

ADVERTISING MEDIA. By Ed Brennen. McGraw-Hill Book Co. Inc., 330 W. 42d St., New York 18, N. Y. 284 pp. $6.

ED BRENNEN presents a panoramic view of the major forms of advertising media and the effective methods of buying and selling space and time.

Although the book is somewhat elementary in its approach, Mr. Brennen said he wrote it specifically for buyers and sellers of advertising.

For the inexperienced student of advertising, it offers a primary understanding of the functioning of each form of media. For the professional it reviews some of the most practical current-day techniques.

Mr. Brennen hopes that his book will be both explanatory and inspirational. By its primary approach, he hopes that it may lead the student to proceed further in his exploration of advertising and that it may lead experienced advertising men down new avenues of thought.

* * *

THE TELEVISION PROGRAM. By Edward Stasheff and Rudy Bretz. A. A. Wyn, 23 W. 47th St., New York 19.

READIED for the book mart in September, this volume, which correlates the writing, direction and production of a television program, is designed to be "a complete, practical introduction" in these spheres of endeavor. The book is illustrated with charts, diagrams and photographs, reproduces scripts—with marginal notes and camera cues. Photographs are enlarged from film transcription of programs, demonstrating director's planned key shots.

NBC inaugurating eight-week dramatic series *American Portraits* July 10-Aug. 28, Tuesdays, 8-8:30 p.m. New programs will feature characterizations of distinguished Americans, to replace *Cavalcade of America* on hiatus until Sept. 4.

SHOPPER STUDY

WTAG Looks at Area's Buying Habits

WTAG Worcester, Mass., is putting the bee on where the shopper shops for her bonnet.

Its just completed survey finds a strong trend among shoppers to live away from the busy city but an equal motivation for them to come to the city for things to buy.

The survey, directed by Prof. Eugene J. Kelley, assistant professor of economics and business administration, with cooperation of Ed Quinn, station's research director, was conducted by Clark U. students. They looked at the buying habits of 600,000 residents in the Worcester market area, covered by Worcester County.

For clothing, men's, women's and children's, the percentage runs to about 50% of shoppers who go to the heart of the city's store front.

Other categories of things to buy in the city get a dwindling percentage of buyers respective to their essentiality and their availability in smaller or rural areas, the survey discovered.

A 20% return was received on a random list mailing to over 5,000 residents in 22 towns scattered through Worcester County. Some of the questionnaires went to Worcester city residents.

To qualify accuracy and also information on the beamed circulation of WTAG, the station asked radio set ownership and station preference. Answers were checked with known figures. They coincided with such data as that of Pulse. According to WTAG, 59% of the respondents indicated that station as the one to which they listen "most often." This, WTAG said, compares to Pulse figures giving the station about 55% of the audience for the same period.

In order to assure retailers and other business firms of getting full use of the data, WTAG is putting together the results and will turn them over to the Worcester Chamber of Commerce for community distribution.

RICHARDS BURIAL

Services Held in Calif.

BODY of George A. (Dick) Richards, who died May 28 in Detroit, has been entombed in Forest Lawn Memorial Park Mausoleum at Glendale, Calif.

Only members of the immediate family were present at private services held late June 29 when Dr. James W. Fifield Jr., pastor of the First Congregational Church officiated. Mr. Richards was principal owner of KMPC Los Angeles. WJR Detroit and WGAR Cleveland.

Although reported as "around two million dollars" exact amount of Mr. Richards' estate is not known. Court is to appoint an appraiser to take inventory to determine estate's value.

WSOY Staff Changes

MILTON H. STUCKWISH, technical director of WSOY-AM-FM Decatur, Ill., has been named station supervisor, a new post. Charles F. Bruce continues as commercial manager with both reporting to Merrill Lindsay, general manager of the stations. Jay Giles, announcer, becomes program director succeeding Bernie Johnson, who joins the CBS Housewives Protective League.

Highlights Radio-TV

ELECTRONICS industry, riding on the growth of television to add to radio which was its big product in 1940, now is a $2.5 billion operation, by next year it may go as high as $5 billion, according to June 29 issue of *Fortune* magazine. An article, "The Electronic Era" by Lawrence P. Lessing, with accompanying illustrations, traces this growth and highlights radio and television as an important part of the industry.

PROTECT YOURSELF, your STAFF, your CLIENTS
from the daily hazard of
LIBEL, SLANDER, INFRINGEMENT OF COPYRIGHT, INVASION OF PRIVACY
Arising from Editorializing, Speeches, Newscasts, Ad libs, Financial Comment, Mystery Plots, Gossipy Announcements, Man-on-the-street Interviews.
Hundreds of Broadcasters and Newspapers guard this continuous hazard with our special, tailored-to-the-risk Insurance.
USE CAUTION—LADY LUCK IS A DESERTER!
IT COSTS SO LITTLE TO BE SURE WITH INSURANCE.
For details, write to the Pioneer in this line.
EMPLOYERS REINSURANCE CORPORATION
Insurance Exchange Bldg. — Kansas City, Mo.

Open Mike

(Continued from page 22)

Perhaps radio should do as it tells the sponsor to do. Spend a proper amount of money on sufficient help to get the job done right . . .

Mel Haines
KWBW Hutchinson, Kan.

P.S. "Visit to the Land of Perhaps" [a fable about the Double-Breasted Broadcaster and the Fuzzy-Crested Oracle, [BROADCASTING • TELECASTING, June 18] was oh-so-good. More! More!

* * *

Up The River

EDITOR:

Would it be at all possible for you to spare us your material entitled "Map of Broadcasting of the United States and Canada" . . .

We are anxious to obtain this material for our own reference, as well as for display purposes to our orientation classes — classes which are held for all newly admitted men to our institution. . . .

Herman K. Spector
Senior Librarian
San Quentin Prison, Calif.

* * *

No End to This

EDITOR:

The editorial entitled "FM's Aches, TV's Balm?" of June 11 appears to have been properly appraised in the letters from your readers, particularly that of Mr. George Hamilton. However, one point has been overlooked.

What is the source of the "substantial engineering opinion" in favor of compressing the 700 FM stations now operating into 2 mc of the band? Is it some more of the crackpot . . . variety which insisted that interference resistant FM must be moved upward because of "intolerable" skywave interference and which now sits silently by while the key TV stations of the country are being set up permanently on exactly the wave lengths where these former representatives of the Commission said FM couldn't work? . . .

It is now clear for all the world to see that a former FCC made one of the colossal engineering blunders of the century. The three year TV freeze is sufficient proof of that. Apparently what the editor wants to do is to compound that blunder by cramping the operation of the one radio service which is really working without interference. Taking *all* of FM's space would not begin to solve TV's troubles—nor will they be solved until operation is transferred to the UHF band.

Perhaps, however, the editor is not interested in engineering. Perhaps he is interested in the setting up of a monopoly based on the shortage of channels in the VHF range to recreate the clear channel situation of AM broadcasting. And what an adroit operation it would be to simultaneously again cripple the only possible competitor to that service. If so, the editorial begins to make sense, although I doubt if another radio "Teapot Dome" could now be successfully put across.

While we are about it, we might settle a further question raised in the Editor's Note to the letter of Mr. R. P. Adams. Is BROADCASTING's yardstick of the value of a public service to be measured by the editor's statement, "FM . . . has not been spectacularly profitable" or by the fact, never admitted by BROADCASTING, but quite indisputable, that it is "the finest aural broadcast service known to the art?"

I am sure your readers will await the answers to these questions with great interest.

Edwin H. Armstrong
Columbia U.
New York

[EDITOR'S NOTE: Quotations from BROADCASTING • TELECASTING editorials may answer Major Armstrong's questions.

Do we favor monopoly for AM, minimize the quality of FM? ". . . (FM) should show the same sort of dynamic development that animated AM broadcasting in the '20s. . . . It is providing an improved and more abundant service . . ."—Sept. 27, 1948. ". . . More and more, FM is building a name and an audience for itself . . ."—Jan. 9, 1950.

Do we want to hog VHF for TV? ". . . The FCC must consider opening of the 'upstairs' band for commercial television . . ."—March 22, 1948.

For other answers see editorial this issue, page 50.]

* * *

EDITOR:

Just a note to tell you that I think the article you did on our Feature Foods and Feature Drug plans in your June 25 issue is super—a very clear, understandable statement of what many seem to make very complicated.

Pete Weld
President
Feature Radio Inc.
Chicago

Kaltenborn Scholarship

AN ANNUAL radio scholarship amounting to about $500 per year is now available for the next school year at Wisconsin U. Supported by a $15,000 trust fund set up by H. V. Kaltenborn, radio commentator, the scholarship was established to help deserving students study and train for some phase of broadcasting with particular emphasis on news presentation and analysis. Any student of junior standing or above is eligible. Inquiries should be sent to Prof. H. L. Ewbank, Wisconsin U., Madison 6, Wis.

A CHAS. MICHELSON HIT!

Who

"The Avenger"

30 MIN. TRANSCRIBED MYSTERY SERIES

for particulars

CHARLES MICHELSON, Inc.
15 WEST 47th ST., NEW YORK 19

WRFD'S 'RADIO FARM'

To House Studios, Other Scenic Buildings

WRFD Worthington, Ohio, soon will be wearing its blue jeans around its new showplace home, "Radio Farm, a central meeting place for all rural Ohio," as Manager Fred A. Palmer puts it.

The new farm, which will house WRFD's broadcasting studios, is being constructed on 260 acres five miles north of Worthington at the intersection of U. S. Route No. 23 and Powell Rd.

It will be built with the colonial-type architecture that makes Williamsburg, Va., one of the nation's early American showplaces. More than 100 acres of the WRFD new location will be used to recreate this early-American village.

While including the new broadcast facilities for Ohio's "Rural Radio" station, the buildings also will consist of a blacksmith shop, town hall, general store, Grange Hall, a "Theatre Barn," a church and a restaurant.

The other 160 acres, which lie north of Powell Road, will be used to house the station's staff and other radio personnel.

Mr. Palmer says the new studios, which will be the first building in the series to be constructed, "will compare with the very finest studios in the country." A centrally located main studio is to be flanked by four smaller studios and office space for all executive personnel.

WRFD hopes to have the studios completed by September in order that staff and equipment can be moved from Worthington where temporary quarters have been maintained since the station took the air, Sept. 28, 1947.

BMI CLINICS

July, August Schedule Set

SCHEDULE of BMI clinics to be held during July and August, through the cooperation of state broadcasters associations, was announced last week. In addition to an Atlanta meeting last Monday, sponsored by the Georgia Assn. of Broadcasters, headed by Ben Williams, the schedule includes sessions sponsored by state associations as follows:

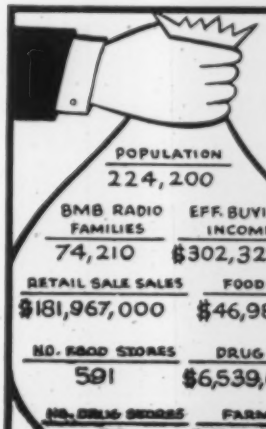
Washington Broadcasters Assn., Fred F. Chitty, president, in Seattle, July 23; Oregon State Broadcasters Assn., Ted Cooke, president, Portland, Ore., July 24; California Broadcasters Assn., William Smullin, president, San Francisco, July 26; Southern California Broadcasters Assn., Bob McAndrews, managing director, Los Angeles, July 31; Pennsylvania Assn. of Broadcasters, J. S. Booth, president, Harrisburg, Aug. 20; Ohio Broadcasters Assn., L. A. Pixley, president, Columbus, Aug. 21; Virginia State Assn., Charles Blackley, president, Roanoke, Aug. 22., and W. Va. Broadcasters Assn., Joe L. Smith Jr., president, White Sulphur Springs, W. Va., Aug. 24.

It's About Time

RICHARD (Cactus) PRYOR, a hillbilly singer on KTBC Austin, Tex., whose tastes run to ballads like "Dad Give My Hog Away" and "I Married the Thing," announced last week that he was turning a new leaf. Beginning Aug. 1 he starts voice lessons under instruction of Chase Baromeo, one-time Metropolitan Opera singer. In addition to his vocal performances, Mr. Pryor is program director at KTBC.

ASCAP Commemoration

PLAQUE commemorating a meeting of Victor Herbert and eight associates at Luchow's Restaurant in New York in February 1914, at which the first plans for ASCAP were drafted, has been presented to the restaurant by ASCAP during a dinner there June 27. John Golden, who celebrated his 77th birthday that day, and Raymond Hubbell, 78, only surviving ASCAP founders, were guests of honor at the dinner. NBC broadcast part of the ceremonies.



the KOKOMO *market is rich!*

Distribution of Listening Homes among stations . . .
WIOU . . . 67.0%
Latest Conlan Figures . . .

POPULATION 224,200
BMB RADIO FAMILIES 74,210
EFF. BUYING INCOME $302,329,000
RETAIL SALE SALES $181,967,000
FOOD SALES $46,980,000
NO. FOOD STORES 591
DRUG SALES $6,539,000
NO. DRUG STORES 77
FARM $ $65,071,000

WIOU
1000 WATTS ON 1350 KC
KOKOMO, INDIANA
Columbia Broadcasting System
National Rep. Weed & Co.

NEW DAYTIMER

WLYC Starts Operations

WLYC Williamsport, Pa., went on the air last month with greetings from Vice President Alben Barkley, Gov. John S. Fine, Sen. Edward Martin (R-Pa.), Sen. James H. Duff (R-Pa.), Mayor Williamson of Williamsport and other local dignitaries. First day's programming, June 10, was opened with a description by Mel Allen of the New York Yankees-Chicago White Sox doubleheader.

WLYC is licensed to Lycoming Broadcasting Co. and operates daytime on 1050 kc with 1 kw. Dick Bower is manager of WLYC which features sports, music, news and farm programs.

AM Grant Delayed

INITIAL decision to grant a construction permit to Robert Hecksher for a new AM station at Fort Myers, Fla., on 1400 kc with 250 w fulltime have been stayed by FCC pending further review of alleged interference to a Cuban station under terms of the new North American Regional Broadcasting Agreement which is awaiting Senate action. FCC said the Fort Myers outlet "would impose an interfering signal at the boundary of Cuba within the 0.5 mv/m contour" of CMGL Matanzas "in excess of that provided in said agreement."

FOR FINEST TAPE RECORDING
KLIX
Twin Falls, Idaho
USES
Magnecorder
—FIRST CHOICE OF ENGINEERS!
Only Magnecorder offers all the flexibility, high fidelity and features you require—at a price you want to pay!
FITS EVERY PURPOSE—EVERY PURSE!
PORTABLE — LIGHTWEIGHT
Recorder in one case — Amplifier in the other. Easy handling — compact!
QUICKLY RACK MOUNTED
Units can be combined for studio operation of portable equipment.
CONSOLE OR CONSOLETTE
For new catalog — write:
Magnecord, INC.
360 N. Michigan Ave., Chicago 1, Ill.

DAVE GARROWAY (r) settles AM and TV program details before leaving on a European vacation. The star of NBC-AM's *Dial Dave Garroway* and NBC-TV's *Garroway at Large* chats with Don Hause (l), advertising manager, Armour & Co., the sponsor, and Richard Davis, radio and television production manager at Foote, Cone & Belding, Chicago.

WIPC ON AIR

New Liberty Outlet Opens

WIPC Lake Wales, Fla., a new LBS affiliate, commenced operation June 29 on 1280 kc with 1 kw, daytime only. Station is owned and operated by the Imperial Polk Broadcasting Corp. G. Max Kimbrel is general manager and chief engineer. He has been in radio since 1936, having served with WJBC Bloomington, Ill., WDWS Champaign, Ill., WKRC Cincinnati, and the Naval Air Technical Training Center, Corpus Christi, Tex. R. Ted Linton, formerly manager of WTSV Claremont, N. H., is commercial manager. Program director is Joan Galloway, one-time women's director for WKID Urbana, Ill. Other members of the staff are Dottie Shouse and Jim Davidson.

WIPC gives its total cost as $39,475.54. It is broken down as follows: Transmitter, $2,800; antenna system, $4,833.51; frequency and modulation monitors, $500; studio equipment, $7,181.99; land, $1,159.20; building, $13,622.04; test equipment, $481; emergency power, $500; furniture and fixtures, $1,955.82; organizational, engineering and legal expenses, $1,938.65; expenses applicable to current year's operation, $3,577.42; insurance, miscellaneous, $925.91.

AIEE Meet Aug. 20-23

AMERICAN Institute of Electrical Engineers holds its Pacific General Meeting Aug. 20-23 at the Multnomah Hotel, Portland, Ore., H. H. Henline, institute secretary, announced today. Charles B. Carpenter, Portland, equipment maintenance engineer for Pacific Telephone & Telegraph Co. and general chairman of the meeting, will preside at the opening session. Portland's Mayor Dorothy McCollough Lee will give the welcome address.

FCC actions

JUNE 29 THROUGH JULY 5

CP-construction permit	**ant.-antenna**	**cond.-conditional**
DA-directional antenna	**D-day**	**LS-local sunset**
ERP-effective radiated power	**N-night**	**mod.-modification**
STL-studio-transmitter link	**aur.-aural**	**trans.-transmitter**
synch. amp.-synchronous amplifier	**vis.-visual**	**unl.-unlimited hours**
STA-special temporary authorization		**CG-conditional grant**

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

June 29 Applications . . .

ACCEPTED FOR FILING

License for CP

WKAP Allentown, Pa.—License for CP, as mod., authorizing switch in facilities to 1320 kc etc.

WEPM-FM Martinsburg, W. Va.—License for CP new FM station.

Modification of CP

WIVI Christiansted, V. I.—Mod. CP new AM station for extension of completion date.

WFMZ (FM) Allentown, Pa.—Mod. CP new FM station to change ERP from 6.9 kw to 20 kw, ant. from 745 ft. to 190 ft. etc.

AM—960 kc

WTCH Shawano, Wis.—CP to change from 1 kw D to 1 kw unl. DA-DN AMENDED to change from DA-DN to DA-N and change MEOV of N pattern.

FM—96.9 mc

WOPI-FM Bristol, Tenn.—CP to change ant. height from 2210 ft. to minus 37.7 ft. etc.

Renewal of License

Following stations request license renewal: WSSB Durham, N. C.; WBUT-FM Butler, Pa.; WITJ (FM) Ithaca, N. Y.; WUOT (FM) Knoxville, Tenn.

APPLICATIONS RETURNED

WPIT Pittsburgh, Pa.—RETURNED application for mod. license to change from D to unl.

WSBB New Smyrna Beach, Fla.—RETURNED application for assignment of CP.

July 2 Applications . . .

ACCEPTED FOR FILING

AM—630 kc

Monterey, Calif.—S. A. Cisler's CP new AM station on 1490 kc 250 w unl. AMENDED to change to 630 kc 500 w D etc.

Modification of CP

Following stations request mod. CP for extension of completion date: KLVC Leadville, Calif.; WAFM (FM) Birmingham, Ala.; WRGA-FM Rome, Ga.; KRMD-FM Shreveport, La.

WJOC Jamestown, N. Y.—Mod. CP, as mod., authorizing change in frequency etc. for extension of completion date.

License for CP

WLBJ Bowling Green, Ky.—License for CP to change frequency etc.

WMFS Chattanooga, Tenn.—License for CP new AM station etc.

WKLJ Sparta, Wis.—License for CP new AM station.

KFOX-FM Long Beach, Calif.—License for CP new FM station.

WSAT Salisbury, N. C.—License for CP to change hours etc.

License Renewal

WLBR-FM Lebanon, Pa.—Request renewal of license.

TV—Ch. 6

WFIL-TV Philadelphia, Pa.—CP increase ERP from 27 kw visual, 13 kw aural to 100 kw visual, 50 kw aural and change type trans.

APPLICATION RETURNED

Calhoun, Ga.—RETURNED application for CP new AM station on 1490 kc 250 w unl. filed by Gordon County Bcstg. Co.

APPLICATION DISMISSED

KWEM West Memphis, Ark.—DISMISED application for relinquishment of control licensee corporation.

July 3 Decisions . . .

BY THE SECRETARY

WBCC-FM Bethesda, Md.—Granted license for FM station on Ch. 292 (106.3 mc) 500 w, 320 ft. ant.

WHOM-FM New York—Granted license for FM station on Ch. 222 (92.3 mc) 11 kw 630 ft. ant.

KSL-FM Salt Lake City, Utah—Granted license for FM station on Ch. 262 (100.3 mc) 5.9 kw 390 ft. ant.

WGBA-FM Columbus, Georgia—Granted license covering changes in existing FM broadcast station: Ch. 291 (95.1 mc) 15.5 kw 50 ft. ant.

NBC, Chicago, Ill.—Granted license for standard STL station KSC-21.

James A. Noe, New Orleans, Louisiana—Granted license for standard STL station KKB-52.

NBC, San Francisco, Calif.—Granted license for STL KMB-46.

Following were granted licenses for remote pickup stations: KA-6711; 6708; 6709; 6710; 6713; (NBC Inc., Hollywood, Calif.) KMA-868 (NBC Inc., Hollywood, Calif.) KA-5340, 5341, 5342 (NBC Inc., Area Hollywood, Calif.) KA-6024, KA-8159, KA-8158, 5173 (NBC Inc., New York); KA-6026 (NBC Inc. Cleveland, Ohio); KA-6025 (NBC, Inc. Chicago, Ill.); KA-6023 (NBC Inc. Washington, D. C.); KA-5016 (Camel Bcstg. Co., Inc., Lafayette, Ind.); KA-8696 (WGCM Bcstg. Co., Gulfport, Miss.); KA-8964, 8963 (Forrest Bcstg. Co., Inc., Hattiesburg, Mississippi).

WFGM Fitchburg, Mass. — Granted request for authority to sign off at 7

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McIntosh & Inglis
710 14th St., N.W.—Metropolitan 4477
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Member AFCCE

RUSSELL P. MAY
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4212 S. Buckner Blvd. 4742 W. Ruffner
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p.m. EDST, from May 1, through Aug. 31.

Following were granted mod. CP's for extension of completion dates as shown: KA-5776 Lewisburg, Tenn. to 8-8-51; WFMZ Allentown, Pa. to 8-22-51; WTTV Bloomington, Ind. to 1-1-52; KOB-TV Albuquerque, N. M. to 8-1-51; WATV Newark, N. J. to 10-9-51.

KFEL-FM Denver, Colorado—Granted license for FM station on Ch. 247 (97.3 mc) 23.5 kw, 60 ft. ant.

WMIN-FM St. Paul, Minn.—Granted license for FM station; Ch. 258 (99.5 mc) 46 kw, 360 ft. ant.

WSLB-FM Ogdensburg, New York—Granted license for FM station on Ch. 291 (106.1 mc) 13.7 kw, 320 ft. ant.

WNAC-FM Boston, Mass.—Granted license for FM station on Ch. 253 (98.5 mc) 20 kw 460 ft. ant.

WVCV Cherry Valley Twp., N. Y.—Granted license covering changes in existing FM station: Ch. 270 (101.9 mc) 5.4 kw 1080 ft. ant.

WFNF Wethersfield Township, N. Y.—Granted license covering changes in existing FM station: Ch. 299 (107.7 mc) 5.4 kw 460 ft. ant.

WFMD-FM Frederick, Md.—Granted license covering changes in existing FM station: 99.9 mc 2 kw 1150 ft. ant.

WFBC Greenville, S. C.—Granted CP to install new trans.

KGKB Tyler, Tex.—Granted CP to install new trans.; cond.

KPSS Oklahoma City, Okla.—Granted mod. CP for new non-commercial educational FM station to make changes in ant. system.

KOSY Texarkana, Ark. — Granted mod. CP to change type trans.

WEKZ Monroe, Wis.—Granted mod. CP for approval of ant. trans., and studio location.

Following were granted mod. CPs for extension of completion dates as shown:

WBEN-FM Buffalo, N. Y. to 2-1-52; KANU Lawrence, Kans. to 1-10-52; KA-7896 San Antonio, Tex. to 8-1-51; KSGM Ste. Genevieve, Mo., to 11-30-51; WBCA Schenectady, N. Y. to 7-15-51; WRVC Norfolk, Va. to 9-15-51; WTVB-FM Coldwater, Mich. to 12-18-51; WGBS-FM Miami, Florida to 10-12-51; WPBC Greenville, S. C. to 10-1-51 (cond.); WAZL-FM Hazleton, Pa. to 1-12-52; WCUM-FM Cumberland, Md. to 12-13-51.

July 3 Applications . . .

ACCEPTED FOR FILING

License for CP

KRLW Walnut Ridge, Ark.—License for CP new AM station.

WJWL Georgetown, Del.—License for CP new AM station etc.

AM—1510 kc

KOCS Ontario, Calif. — RESUBMITTED application for CP to change from D to unl. with 250 w DA-N.

Modification of CP

WDSU-FM New Orleans, La.—Mod. CP authorizing changes in FM station for extension of completion date.

KOMA-FM Oklahoma City—Mod. CP new FM station for extension of completion date.

License Renewal

WKBR-FM Manchester, N. H.—Request renewal of license.

WFOW (FM) Madison, Wis.—Same.

APPLICATIONS RETURNED

WTTT Coral Gables, Fla.—RETURNED application for involuntary assignment of license etc.

KDEF Albuquerque, N. M. — RETURNED application for mod. CP new AM station for approval of ant. & trans. locations.

(Continued on page 87)

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted, 10¢ per word—*$1.00 minimum* • Help Wanted, 20¢ per word—*$2.00 minimum*
All other classifications 25¢ per word—*$4.00 minimum* • Display ads. $12.00 per inch

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All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Salesmen

Head salesman wanted—New England area. 15% commission $75 guaranteed draw. Reply Box 176K, BROADCASTING.

Have opening in Colorado station for salesmen. On 15% commission and good draw you can earn $600.00 to $700.00 per month. Give full details in first letter. Box 233K, BROADCASTING.

Have opening for salesman who wants to do some announcing. ABC affiliate, 3 oil refineries of major companies located here. Send disc, snapshot, letter air mail to KVOC, Casper, Wyoming.

Salesman for dual net station. Excellent working conditions, guaranteed base plus commissions. Details first letter. WDYK, Cumberland, Md.

Announcers

Announcer-engineer for Louisiana station. Experience desired but not necessary. Box 160K, BROADCASTING.

Do you live in Oregon, Washington or midwest? Do you want to improve your position? Northern California 5 kw station is adding one announcer and one news reporter. Send complete background, ability and desires. Box 179K, BROADCASTING.

Announcer/engineer wanted new Michigan station. Good working conditions and salary. Box 204K, BROADCASTING.

Wanted: Sports announcer to broadcast football, basketball games and regular shift on board. Must be good. Station a recognized sports station. Anxious for right man September 1st. State salary expected. Box 223K, BROADCASTING.

Wanted: Combination announcer-engineer. Good salary. Chance for chief engineer position. Alabama network station. Apply Box 224K, BROADCASTING.

Announcer. One year minimum experience. Service exempt. Straight staff, some play-by-play. Long established midwest 250 watt ABC, newspaper affiliate city 25,000. Best working, living conditions. Send complete information about yourself including references, expected salary. Box 228K, BROADCASTING.

Combination announcer-engineer, first class ticket, Virginia daytime independent. Experience desired but not necessary. Call Warsaw, Virginia 690 for discussion and further information.

Announcer-engineer. Starting salary $70.00 week, with increases to follow determined by your ability. Send disc. Salesman also needed. Radio station KLIC, Monroe, La. Phone 3-4617.

Wanted: Announcer-engineer, emphasis on announcing. Experience desired but not necessary. Rush disc, full particulars in 1st letter. WDEC, Americus, Georgia.

Announcer with first phone, minimum hours in local 250 watt independent, located in the rich Blue Grass section of Kentucky. Send disc or tape with references together with complete background, experience and salary expected. Call or wire David B. Highbaugh, WHIR, Danville, Kentucky.

Immediate opening, experienced announcer with writing ability, emphasis on news. Permanent. Earnings commensurate with ability. WJOC, Jamestown, N. Y.

Announcer-engineer, first phone, good opportunity 250 watt Mutual, modern air-conditioned plant. Air mail full details, voice disc Box 551, New Bern, N. C.

Help Wanted (Cont'd)

Announcer — Immediate opening for good staff man. 1 year minimum experience. Send complete details first letter, minimum starting salary, photo and transcription. No ET's returned. Talent. Replies confidential. Bob Kirby, WLAV AM-FM-TV, Grand Rapids, Michigan.

Announcer wanted—dependable, conscientious staff man. No play-by-play. Must have at least one year staff experience. Send details, audition. WPIC, Sharon, Pa.

Technical

Local South Carolina network station needs first class operator. Experience not necessary. No announcing. Complete details first letter. Box 157K, BROADCASTING.

First class engineer. No experience required. Virginia network station. Box 238K, BROADCASTING.

Wanted. Two engineers. Experience not necessary. Starting salary $50. Write or contact Vernon Townsend, Radio Station KNAL, Victoria, Texas.

Engineer with announcing capabilities, not necessarily experienced, needed immediately by CBS affiliate. Contact Jim Duncan, KSIL, Silver City, N. M.

Transmitter operator needed for 1000 watt station. Experience unnecessary. KTAE, Inc., Taylor, Texas.

Experienced transmitter operator, vacation with pay, paid insurance and bonus. No floaters. H. B. Greene, Chief Engineer, WAIM, Anderson, South Carolina.

Transmitter engineer. Permanent. Car essential. Contact Chief Engineer, WEOL, Elyria, Ohio.

Engineers and operators see our advertisement on page 83. Howard S. Frazier.

Production-Programming, Others

Writer—with ideas, showmanship, imagination, and solid sell for a midwest NBC regional. Even if you're in a smaller operation, here's a well paying, creative opportunity in a market of 150,000. Send samples and details to Box 169K, BROADCASTING.

Wanted: Continuity writer - female, western Pennsylvania college community. Forward copy, recent photo and salary expected. Box 215K, BROADCASTING.

Wanted: program director, good ideas, experience and voice. $75.00 per week to right party with talent possibilities and upgrading. Personal interview to follow receipt of tape or et. Complete experience and details first letter, confidence assured. Regional Florida major network affiliate. Air mail to Box 240K, BROADCASTING.

Situations Wanted

Experienced staff of 250 watt metropolitan network affiliate desires change. We like each other but dislike new manager. Included; newsman, continuity editor, commercial manager, sales manager, two announcers, program director-announcer, two engineers, traffic manager, bookkeeper plus an exmanager. Can hire entire staff for $1,000 per week. Write Box 199K, BROADCASTING.

Managerial

Combination, studio manager and general radio man. 3 years experience. Married. Vet, 27. Midwest preferred. Minimum $70. Box 203K, BROADCASTING.

Situations Wanted (Cont'd)

Manager-salesmanager, recognized top sales producer past 12 years in highly competitive metropolitan market with 5 kw. Have both affiliate and non-affiliate experience. Desire opportunity with station, representatives or transcription sales offering salary and commission in large or small market. Want location in midwest or the state of Oregon. Have completely successful background with sound unlimited number of references. Presently employed in 10 largest met. market. Available after proper notice to present employer. 36 years old, married with three children of Norse descent. Write Box 243K, BROADCASTING.

Manager-commercial manager with proven sales record. Experienced all phases radio operation. College graduate, promotion and civic minded. Has cash to invest or purchase control in AM operation. Prefers tough market. Box 57K, BROADCASTING.

Manager who can produce more profits. Seventeen years in broadcasting including ownership, management, programming, announcing, engineering, presently managing small city network station. Box 163K, BROADCASTING.

Manager-program director. Topflight experience. Presently employed. 14 years as well-known New York network executive and producer-director. Television and radio. Desire managerial post with AM and TV station outside New York. Excellent references. Current income in excess of $15,000. Money not prime reason for change. Box 202K, BROADCASTING.

Manager. 5 years experience. 10 years in radio. Presently employed at salary $4500. Commission $1750. Completely versatile. Strong sales. Civic minded. Family. Small investment possible. Prefer south Atlantic area in average size town. Box 212K, BROADCASTING.

University degree in radio; extensive practical experience all phases radio. Want management opportunity small market station, midwest or southwest. Box 213K, BROADCASTING.

Manager-salesmanager. Highly qualified. 24 years thorough radio-agency experience in sales, programming, production, promotion, announcing. Plenty knowhow, know-what and what not to do, 42, family, employed. Location and incentive important. Box 217K, BROADCASTING.

Experienced small market commercial manager. Excellent sales record. Wants to relocate in slightly larger city. Box 220K, BROADCASTING.

Salesmen

Middlewest only! Available immediately. Prefer Illinois. Vast sales experience. Box 229K, BROADCASTING.

Dispossessed Star Times advertising salesman available immediately. Proven ability, plenty experience, references. Journalism graduate. Salary requirement approximately $125 weekly. Wire, write or call, Herman Weinsteen, 827 Westgate, University City, Mo., Cabany 5607.

Announcers

Experienced announcer, music, news, dramatics. Want TV or radio job. Box 141K, BROADCASTING.

Announcer-PD. Five years experience, married, 33, two children, now in California. Authority on childrens shows with network recommendations. Want permanency. Box 190K, BROADCASTING.

Sportscaster. Like start broadcasting play-by-play. No experience, but know all sports. A-1 announcer, special events. 5 years. Willing worker. Asset to station. Pleasing voice. State offer. Married, 25. Anywhere, qualifications. Box 194K, BROADCASTING.

Situations Wanted (Cont'd)

College graduate radio speech wants first break, interested all phases, single, 26, exempt. Prefer small independent, personal interview if good opportunity. Box 195K, BROADCASTING.

Experienced announcer, newscaster, Platter show, excellent mail pull. Prefer midwest, near Chicago. Available September 1. Box 200K, BROADCASTING.

Is there a station in New England or middle Atlantic states seeking a temporary replacement? Contact this young, sober, partially experienced announcer with good personality. Particularly help sports staff with background as player, coach, sportswriter. Box 201K, BROADCASTING.

Announcer-single, 2 years experience, desire eastern location, but will accept good offer elsewhere. Box 205K, BROADCASTING.

Experienced announcer. A recent veteran with all phases of announcing and emphasis placed on play-by-play and news. I attended journalism school and prefer the south. Box 206K, BROADCASTING.

New York stater; announcer 9 years, sales ½ year, family. Box 207K, BROADCASTING.

Announcer, 25, single veteran, employed, desires position as announcer. Prefer southeast. Four years experience as announcer and program director with networks and independents. Disc shows, hillbilly to classics. If your staff is continually changing, please don't waste our time. State starting salary in first letter. Box 209K, BROADCASTING.

Station break. Young married veteran in search of break in radio. Thoroughly trained all phases of radio including control board operations. Disc, resume available. Good references. Will travel. Box 216K, BROADCASTING.

Announcer entertainer available immediately. All popular vocals from snappy rhythms to smooth ballads. Work with combo or single accompanist. Fine commercial selling voice, good DJ personality. Experienced, can write, draft exempt. Audition disc available. Box 222K, BROADCASTING.

Newscaster-announcer, DJ. Ten years experience. Former news editor of large newspaper owned outlet wants news department job. Will also accept other commercial chores. Box 225K, BROADCASTING.

Announcer, 6 years experience at 3 network 5 kws and metropolitan independent. Married, draft exempt, veteran, 28, college grad. Excel at news, DJ. Work, handle any console, patch pans or recorder made. AM & TV experience. Presently employed. Box 226K, BROADCASTING.

Experienced, ambitious announcer. Strong commercials, MC, news, drama, narrator, writer, musician. Presently employed 50 kw NBC affiliate AM and TV, big market. Excellent reference. Disc, photo, particulars on request. Salary and talent. Box 234K, BROADCASTING.

Announcer-sales, sales promotion. Sales executive background. Worked in nine foreign countries. Good on continuity. University graduate. Family man, dependable. Disc, photo, details available. Box 235K, BROADCASTING.

Staff announcer with good friendly selling voice and authoritative news delivery. Experienced, responsible, can write. Creator of own original disc show. Start immediately, draft exempt. Audition disc available. Box 221K, BROADCASTING.

Top sportscaster, former college athlete. Outstanding major experience all sports. Box 241K, BROADCASTING.

Morning man, draft free, available now. Phone 705-W, Morganton, N. C.

Specialist in newscasting, news analysis; 25 years editor, reporter, publisher, copywriter. Veteran Wars I & II. Single. No liquor. Member Elks, Shrine. Churchman. Pro athlete—football, boxing. Ex-Rotary president. Mixer. Height 6 ft. 4 in., weight 250. Physically perfect. Available three weeks. South only. Salary starting $100 and car expense. University education. Karl Broadley, Portales Tribune, Box 779, Portales, New Mexico.

Technical

Northeast-midwest: Licensed engineer, veteran, 27, six years experience (mostly 5 kw), seeks progressive AM and/or start in TV transmitting. No combination or small operation. Will start at sixty-five weekly after two weeks notice. Permanent. Box 140K, BROADCASTING.

Situations Wanted (Cont'd)

First class operator, draft exempt, single. Preferably low wattage station. Box 144K, BROADCASTING.

First class operator, draft exempt. Prefer New England, small station. Box 172K, BROADCASTING.

Engineer. First phone. Nine years experience, AM-FM desires change, permanent. Midsouth preferred. Married, draft exempt, sober. Box 196K, BROADCASTING.

Engineer. Have first class ticket. Six months experience. Northeast preferred. Box 197K, BROADCASTING.

First phone operator, single, will travel, no experience in broadcasting, ambitious. Box 210K, BROADCASTING.

Combo. Available July 15th. First phone. 8 months experience. DJ, news, staff. Employed So. California. Radio school grad. Vet, 23. $70.00. Box 211K, BROADCASTING.

Engineer, four years experience all phases AM, FM. Married, 28. Draft exempt. Now employed. Box 232K, BROADCASTING.

First class phone. Travel anywhere, ready anytime. Excellent references. 614 Forman Avenue, Point Pleasant, N. J.

Production-Programming, others

Memo to topflight radiomen: Eleven years programming and announcing has taught me a lot of practical radio. If you want an exceptionally good man who can be made better with the right direction, contact Box 192K, BROADCASTING.

Farm director? 5 years radio. 1½ years farm service. Raised on farm. Know farmers; can talk their language. Make your farm department click. Some college. Married, 26, go anywhere. Box 193K, BROADCASTING.

A progressive agency, production department or TV outfit can well afford the energies of talented writer-producer currently producing, acting in one man plays from start to finish. Three years announcing. First phone. Tapes, photo available. Now employed. Draft free! Box 198K, BROADCASTING.

Where is the station that needs rejuvenation, leadership, new ideas, quality production, better programming and increased billing. Interested, 24 years network, independent and agency experience. Employed. Mature, responsible, family man. Box 218K, BROADCASTING.

Program director-announcer, vet, college grad, 6 years in radio. Have proven record as P. D. at metropolitan AM indie. Presently employed as announcer AM-TV outlet. Box 227K, BROADCASTING.

Newscaster-editor: Personable, authoritative delivery. 10 years news background: reporting, rewriting, broadcasting. BS Degree. Family. Dependable. Draft free. Want 1st-rate news conscious operation. Minimum $100. Currently employed 50 kw. Highest references. Box 231K, BROADCASTING.

Copywriter. 8½ years experience all type products. Clean-cut; 30, hard worker. Box 236K, BROADCASTING.

Save money. Hire an experienced program director and promotion manager at a price you can afford. Excellent background, two degrees, veteran. Willing and able to do everything in a station. Like people, like work. Wish to move to more progressive station anywhere. Box 239K, BROADCASTING.

What a combination! Husband and wife team available for Mr.-and-Mrs. programs. Also combined talents include continuity and script writing, production, direction, time sales, general announcing, newscasting, disc jockey shows and control board operation. Resumes and audition discs on request. Mr. and Mrs. Eric M. Lehman, Jr., 240 West 73rd Street, New York 23, N. Y., SUsquehanna 7-1260, Rm. 706.

Television

Production-Programming, others

Experienced in television. Master's degree. Management experience in other fields. Seeking TV production supervisory position, or directing where advancement possible. Box 219K, BROADCASTING • *TELECASTING.*

Situations Wanted (Cont'd)

Copy-promotion writer. Long experience. Fast, competent, creative. Also sell, announce. Box 237K, BROADCASTING • *TELECASTING.*

For Sale

Stations

Local station (250 watts) in progressive industrial city of 15,000 on east coast. Good buy. Principal owners have other interests demanding their attention. Must be able to swing $50,000 cash deal. Principals only, no brokers. Box 214K, BROADCASTING.

Equipment etc.

GE 3 kw FM transmitter and monitor. Box 107J, BROADCASTING.

Truscon H-30 295 foot tower GE 2-bay FM antenna. 1 kw GE FM transmitter, limiter, Magnecorders. 1, 2 and 4 channel Collins—WE remote amplifiers, model G-2 Rek-O-Kut transcription cabinets with W. E. arms equalizers. Preamps. Best offer takes any or all. Location northern Illinois. Box 881J, BROADCASTING.

Tower 150' insulated base A-3 lighting Wincharger 101 two years old available for immediate shipment. Box 161K, BROADCASTING.

RCA, 1 kw antenna tuning unit, with remote thermocouple kit, less thermocouple and meter. GE photo cell, handles single tower. Two wire tower lighting choke, weather proof housing mounts on tower. Crouse Hinds flasher unit, 4,000 watts capacity. Went directional on higher power, must sell, everything for $325. KOKX, Keokuk, Iowa.

Five Western Electric 9-A heads (sapphire stylus). Make offer. KOWL, Santa Monica, California.

Western Electric type 304-A 1 kw transmitter with a complete set of spare tubes. $2,000 f. o. b. Lawrence, Mass. WCCM, Lawrence, Mass.

Gates 30-A deluxe console complete in excellent condition. $500 cash or best offer. WDSC, Dillon, S. C.

One 250-watt-C1 Gates transmitter with exciter and two crystals 1490 K. C., $2,000.00 cash F. O. B. Anniston, Alabama. Write W. S. Weatherly, c/o WSPC, Anniston, Alabama.

One kw used Gates model BC-1E transmitter, like new, for sale. R. H. Thompson, WWNS, Statesboro, Georgia.

Wanted to Buy

Stations

Will buy controlling interest or all of station not now realizing full net in potentially good market and needing development by aggressive owner-manager. Glad to show improvement figures for present connection. Box 208K, BROADCASTING.

Equipment etc.

Wanted to buy: 250 watt transmitter, console, turntables, monitors. Box 191K, BROADCASTING.

Wanted—2 RCA 70-A, B or C turntables. Pick-ups, arms unnecessary. State condition. KVOA, Box 2911, Tucson.

One used Western Electric 23-C console in good condition and two professional turntables with arms adapted for G. E. heads and matched equalizers. Mr. F. W. Bartol, C. E., WKOX, Smith Building, Framingham, Mass.

Wanted—1 used, good condition, Hickock model 533P tube tester and 1 RCA 89-C attenuator panel. WWST, Wooster, Ohio.

Employment Service

Broadcasters Executive Placement

needs engineers & operators immediately for government project in U. S. Territory. Men with higher power FM or TV trans. exp. preferred. Salary range $5000-$9000 on one year contract. Additional living allowance of $11 per day. Please include resume of exp. & education in first letter. Also open positions in this country for AM chiefs & TV operators.

Howard S. Frazier
726 Bond Bldg. Wash. 5, D. C.

For Sale

Stations

FOR SALE

Fulltime network affiliate in desirable single-station New England market out of TV area. Good earnings. Priced at $45,000 for quick sale. No brokers. Box 155K, BROADCASTING.

Miscellaneous

for lease: radio & television school equipped with beautiful litte theatre, control rooms, etc.

address: Radio Arts Bldg.
5927 Sunset Blvd.
Hollywood 28, Calif.

FTC RULES

Amendment to Speed Cases

FEDERAL Trade Commission last week announced an amendment to its Rules of Practice to specify in detail a consent settlement procedure designed to save time and money in the disposition of its cases. Rule V had previously provided for offers of settlement only in general terms.

By providing that respondents cited in an FTC complaint may consent to the entry of an order to cease and desist without admitting participation in unlawful practices, the amended rule is expected to encourage speedy settlement of cases which otherwise might require prolonged litigation.

Provision also is made in the amended rule for modifying or setting aside consent settlements when necessitated by a change of law or facts or "when the public interest so requires." The amended rule was published July 5 to become effective 30 days thereafter.

GAMBLING PROBE

Sparked by WWSC Newsman

Mr. Wiley (l) and Mr. Karig waiting to testify before the Board of Public Safety.

* * *

WWSC Glens Falls, N. Y., is leading a drive against gambling in that community and has succeeded in activating police and civic officials.

Vic Wiley, WWSC news editor, strongly backed by Martin R. Karig, station manager, charged on a broadcast that gamblers were operating openly. Summoned before the Board of Public Safety for questioning, Messrs. Wiley and Karig supported their charges. The station demanded police action.

A few arrests reportedly resulted but Mr. Wiley, unsatisfied with police action, successfully prodded for appointment of a police officer as a special investigator independent of the regular force.

Aid to CBC

ACTING on recommendations of the Royal Commission on Arts, Letters & Sciences, Prime Minister Louis St. Laurent, in Parliament at Ottawa has announced the government will provide the Canadian Broadcasting Corp. interim financial assistance. He did not name the sum to be given the CBC, but the Royal Commission had stated CBC would require about $3 million a year in addition to its present revenue from commercial programs and listener license fees.

For reasons of health, must immediately dispose of a very successful, firmly established daytime independent in one of the nation's major markets (Midwest). This station will show earnings this year of over $35,000 after owners salaries of $22,000. Will dispose of 100% of stock to immediate buyer for $115,000 plus net current assets. Qualified principals only. Box 230K, BROADCASTING.

To Sell WMIE

(Continued from page 46)

after the filing of a perfectly routine petition for reconsideration," the WMIE petition said, "the Commission finally came around to denying it." The petition continued:

"A full month later than this and a total of 13½ months after the Commission had designated the application for hearing, the Commission amended the issues of the hearing and for the first time interjected the question of the character of Arthur B. McBride as a stockholder of Sun Coast Broadcasting Corp.

"A complaint to the Commission about Mr. McBride had been made prior to the action of the Commission in designating the application for hearing and there is no explanation why for almost a year and a half the Commission was reluctant to reveal what had caused its disquiet about a purely formal application."

Cites Hearing

The petition further pointed out a hearing was held June 27-28, 1949, in Miami "at which full opportunity was given all complainants against WMIE to substantiate their accusations."

"Not only was no accusation substantiated, but none was even revealed by competent evidence," the petition argued.

On July 14, 1949, WMIE again filed for reconsideration but "this motion was permitted to lie before the Commission until Jan. 18, 1950, . . . after which it was denied out-of-hand. At the same time the Commission announced that further hearing would reconvene in Miami . . ."

Further hearing was held in Miami April 11-12 and in Washington June 5-6, 1950, WMIE filing its request for findings of fact and conclusions of law on Aug. 21, 1950, accompanied by "a complete printed digest of all the evidence which had been taken."

Noting nine months elapsed before an initial decision was issued on March 14, 1951, WMIE pointed out "this long delay was not due to any fault of the hearing officer"

IN LONG ISLAND ceremony Agnes Raeburn, recently of Toronto and now of Washington, was married to William Simmons, supervisor of NBC master controls in New York. Mr. Simmons was with WRC Washington 16 years.

since the Commission by "special order" had designated him to "lay down his work and devote his time 'to give priority to the expeditious preparation of an initial decision' in the case of *Garfield Medical Apparatus Co.*"

WMIE observed it did not object to the Commission counsel's asking for his first extension of time to file opposition to the initial ruling, but did object to the second request and was upheld by Motions Comr. George E. Sterling, "who promptly denied it and in so doing suggested that it was high time some disposition be made of this long-drawn-out case."

'Standstill'

"Notwithstanding the foregoing action of Comr. Sterling," the petition observed, "and without reference to any pleadings, the Commission *en banc* on May 16th, without argument, extended indefinitely the running time within which the Initial Decision was to become effective. As a result of this action of the Commission, there is no way of knowing at what remote point in time action may be had upon the present application, whether or not the record will be re-opened, whether or not other parties will be admitted, whether or not there is to be oral argument. In short, WMIE has been brought to a complete standstill."

WMIE estimated further legal procedures will keep the case in litigation until 1955.

"So long as the Commission withholds from WMIE the license to which it is entitled, the station is bound to lose money in its operations and it would inevitably be destroyed within a very few more months," the petition contended.

Mr. McBride initially made a capital investment of $79,550 and Mr. Sherby $74,550 in WMIE, the petition noted. At the time of hearing Mr. McBride had loaned the station $117,250 and Mr. Sherby had loaned $64,000, "primarily for operating expenses," it said.

Since the hearing Mr. McBride has loaned WMIE an additional $46,000, making the "gross stake" of the two stockholders $381,350, "and the station is continuing to lose money," FCC was told.

The petition contended that "if this case is further delayed and if WMIE does, as it must, continue to sustain its present losses, it will not be possible to operate the station. WMIE will have been destroyed without recourse to the courts. To put it bluntly, the Commission will have accomplished for certain of the competitors of WMIE exactly what they want and it will have been accomplished ultralegally, if not illegally."

Telefile

(Continued from page 56)

feet. The auditorium accommodates some 200 guests and has a fully lighted stage 30x24 feet. Each studio has a large property room. Control rooms are located on mezzanine floors, along with client's viewing room, master control, engineering maintenance shop, rack room, projection room and announcer's booth.

Office facilities and radio studios are not yet complete and won't be until next year but the production-engineering end of the operation is efficiently housed. Already at least a half-million dollars has gone into the project.

The staff works on both AM and TV, including sales, news, engineering, management, music, promotion and publicity. However AM and TV stations have separate operating units.

Peering into the future, Vice President Berkeley surveyed the vast corridors and cavernous studios in the new plant and observed:

"Evening Star Broadcasting Co. now affords the advertiser complete production tools and engineering facilities with which to produce under one roof any type of show.

"We have the space, facilities and personnel to build the simplest or the most elaborate live originations. WMAL-TV is already producing the greatest number of local live half and quarter-hour sponsored studio features in the city. We have plans to continue to increase our program and production schedules and have provided ample room for this expansion at the TV center.

"Next year all WMAL radio operations will be transferred to studios now in the construction process at the center. At that time our entire radio and television operation will be located on one floor of a conveniently situated, easily accessible modern building."

Call Letters Adopted in 1925

Call letters of WMAL, founded in 1925, came from the name of the first owner, M. A. Leese, operating an optical business in Washington. The 15 w outlet thrived and soon had become a fulltime regional with an NBC Blue affiliation. The *Evening Star* bought WMAL in 1939. A lease arrangement by which NBC operated the station was terminated in 1942, when the *Star* took over with S. H. Kaufman as president and Mr. Berkeley as vice president and general manager. When NBC sold the Blue to Edward J. Noble, WMAL became ABC Washington outlet. The station operates on 630 kc with 5000 w.

Mr. Berkeley entered Washington radio in 1923 and was with NBC from that network's beginning. He was general manager of the NBC O&O station, WRC, until he became general manager of

Radio Station and Newspaper

Appraisals

Tax, estate and many other personal problems create the need for an independent appraisal. Extensive experience and a national organization enable Blackburn-Hamilton Company to make accurate, authoritative appraisals in minimum time.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Harold R. Murphy	Ray V. Hamilton
Washington Bldg.	Tribune Tower	235 Montgomery St.
Sterling 4341-2	Delaware 7-2755-6	Exbrook 2-5672

FLORIDA WEST COAST

$60,000

Only station in a fast growing market. Excellently equipped. Will gross approximately $60,000 a year. Reasonable operation. Owner willing to sell because of family reasons. Financing arranged. Write Box 242K, BROADCASTING.

WMAL when the *Star* took over its operation.

And how's business at this busy video operation? Good—very good—judging by a glance at the station's log. Already WMAL-TV has several times exceeded the highest income of the AM outlet from the same sources.

Like its aural brother, WMAL-TV is an affiliate of ABC network. The Katz Agency was named in mid-June as national representative, succeeding ABC Spot Sales. This arrangement covers both the AM and TV outlets.

The new studio setup has some gimmicks that tickle the producers and technicians. Each studio's video and audio output is available for monitoring and switching in any one of the control rooms. Shading and video adjustment are handled in master control. Camera switching is done in individual studio control rooms, where film may be integrated with live programming. Projector start and stop controls are available in each control room. Increased operating efficiency and flexibility are claimed by separation of such functions as shading into partitioned units.

Seven unit types of lighting have been installed by Kleigl Brothers, with elaborate means to move and adjust lighting from patch panels and dimmer boards.

Video equipment includes four image orthicon camera chains. With these cameras are two pedestal dollies as well as Fearless and Panner dollies. Motion picture, slide, strip film and clock balopticon originations are multiplexed into three iconoscope camera chains. Projection equipment includes two RCA 16 mm projectors, two Kodaslide 2x2 projectors, 2 SVE 3AA 35 mm pulldown strip film projectors and custom balopticon for clocks.

Adds Rear Projection Screens

Newest addition is a pair of Trans-Lux rear projection screens, equipped to provide any desired background at low cost and eliminating much of the job of preparing special scenery.

A mobile unit is seeing heavy service. Other equipment includes Schmar lens, Raytheon high-power microwave link, RCA microwave link and 7.5 kw gasoline generator mounted in a trailer. The tower at American U., on one of Washington's highest hills, puts out 22.4 kw video and 11.2 kw audio signals on Channel 7.

The last rate card, No. 4, effective Oct. 1, 1950, calls for a one-time Class A hourly rate of $500, scaling down to $90 for announcements.

Ben B. Baylor Jr., veteran Washington radio executive, is assistant general manager and sales director. Frank Harvey is chief engineer. Charles Lee Kelly is director of programs for AM-FM and TV. Harry Hoskinson is TV operations manager.

Ownership of WMAL-TV by the parent *Evening Star* doesn't get the TV station any sort of break in the newspaper's columns. A close look at the *Star's* radio page gives no obvious indication that WMAL-TV lives under the same corporate tent other than a half-inch box about news flashes. Moreover, the station gets minimum recognition in the program review column.

Local Programming Station's Pride

The WMAL-TV executives like to talk about their extensive local programming. Back in 1947 a complete musical comedy, the Prince Triangle Club show, was telecast. Another time a TV camera was hitched to the Naval Observatory's telescope and Washington viewers got a closeup of the heavens. WMAL-TV made arrangements for the first TV pickups of House and Senate hearings.

In the spring of 1949 WMAL-TV picked up the famed Winchester (Va.) Apple Blossom Festival, described as the longest single portable microwave relay of a special event (at that time, at least). The picture was beamed to a nearby ridge and relayed from the top of a fire observation tower some 70 miles to a pickup antenna at the American U. transmitter site.

One of Washington's more popular local programs is the *Tail Waggers Club*, a pet program where anything can happen and it's usually funny. Bryson Rash, generally cast in his more serious role as ABC White House reporter and news commentator, serves as maestro of this human interest series, aided by Marnie Arnold and sponsored by Arcade Pontiac.

Then there's the brand new TV version of the *Quiz of Two Cities*, a Washington-Baltimore radio feud of 11 years standing. Gunther beer is sponsoring the TV version, too. The program is a nightmare for producers and technicians, switching back and forth between the cities at frequent intervals. Baltimore station in the hookup is WAAM (TV).

Off-the-air pickups between Washington and Baltimore stations are not at all unusual, especially in the sports field. Every weekday afternoon WMAL-TV catches the Bailey Goss sports roundup from WMAR (TV), Baltimore station on Channel 2.

CBS launching six-week documentary crime series, *The Nation's Nightmare*, on July 19, utilizing tape recordings of crime figures, officials and victims. Series to be heard Thurs., 8:30-9 p.m.

RCA INSTITUTES, INC.

One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.

Address inquiries to Placement Director
RCA INSTITUTES, INC.
A Service of Radio Corporation of America
350 W. 4th St., New York 14, N. Y.

milestones

PARTICIPATING in a second anniversary celebration for *Shopping Vues* on WNAC-TV Boston June 27 are (l to r) Jack Lawlor, cameraman; Spuddy Stone, engineer supervisor; Louise Morgan, emcee of the show; Andy Hotz and Tom O'Keefe, cameramen. The show is seen Monday through Friday, 12-12:30 p.m., and reportedly was Boston's first regularly scheduled daytime TV origination.

* * *

► WFAA Dallas observed its 29th anniversary June 26 as the southwest's first 50 kw and oldest clear channel station. Frequent playing of "Anniversary Waltz" on WFAA-820 during the day marked the birthday.

* * *

►SECOND YEAR anniversary today of WERE Cleveland noted by station which points out that during the 24 months of operation it has been presented with seven awards for public services and aid in bettering the community. On opening, WERE, an independent, claimed only two advertisers. Today's figure, according to the station, tops 70. Bob Neal, general manager, also reflects that operating staff has about doubled.

RADIO & TELEVISION Directors Guild, Hollywood, has scheduled election of officers July 10.

DONALD J. MERCER (on ladder), NBC stations relations department, hangs a bronze plaque at KFYR Bismarck, N. D. Plaque was presented to F. E. Fitzsimonds (l), station manager, in honor of the station's 20 years of NBC affiliation. Everett Mitchell (r), of the *National Farm and Home Hour*, assistant in the ceremonies.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Duchess

COME ON-A MY HOUSE

On Records: Rosemary Clooney — Col. 39467; Richard Hayes—Mer. 5671; Kay Armen—King 14001; Louis Prima—Robin Hood 111; Ella Fitzgerald—Decca 27680; Kay Starr—Capitol 1710; Bert Keyes—Savoy 793.

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

More Ideas Wanted

IDEAS to be used in the war of truth against Soviet Russia have been requested of the American people by Crusade for Freedom's Chairman, Gen. Lucius Clay. In a letter to 3,000 U. S. Chambers of Commerce, Gen. Clay urged the local groups to form action committees which could submit outstanding ideas to Crusade for Freedom for use on the Radio Free Europe broadcasts "behind the Iron Curtain."

AFRA Disc Code

PROPOSED code between AFRA and five phonograph record firms covering singers, actors and announcers making records is to be submitted to Los Angeles AFRA members at the regular membership meeting tomorrow (July 10), following the lead of New York and Chicago locals. The code was arrived at over fortnight ago following approximately two years of negotiations between the union and record firms—RCA, Columbia, Capitol, Decca and MGM.

NEW YORK Herald Tribune is now airing its 4-minute hourly newscast, 17 hours daily, over WINS New York. Newspaper formerly aired its newscasts over WMCA New York.

Your greatest sales asset is advertiser **acceptance.** Your advertising in Printers' Ink **increases** your acceptance among the leading **buyers of advertising,** and so helps you sell more advertising to them.

allied arts

DAVID HORWICH appointed vice president for programming development TV-Programs Inc., N. Y. Mr. Horwich was vice president and copy chief at Lord & Thomas.

HAROLD CHILES, Republic Studios, named casting director Superman Inc., L. A., for firm's series of half-hour TV *Superman* starting production tomorrow (July 10).

WILLIAM USKALI, sales manager Jam Handy Organization, N. Y., named production manager.

BOB LEHMAN appointed merchandising field representative, and **LOU DELLARA** as merchandising field supervisor, in Kearny, N. J., Div. of Storecast Corp. of America. Mr. Lehman was with Duane Jones Co. Mr. Dellara was with Paul Sayres Co.

C. E. HOOPER, president C. E. Hooper Inc., named to committee on Television Commercials, American Television Society. Other members are: **GENE REICERT,** G. M. Basford Co., chairman; **THOMAS J. DUNFORD,** Transfilm Inc.; **JOHN FREEZE,** Young & Rubicam; **G. DAVID GUDEBORD,** N. W. Ayer & Son, and **LESLIE ROUSCH,** Leslie Rousch Productions.

BETTE J. FRENCH and **BARBARA J. MILLER,** both new to radio, to Robert S. Keller Inc. (sales promotion representative), N. Y., as research specialists.

ALFRED SCHROEDER named to writing staff Arthur H. Miller (publicity and public relations), N. Y. He was with Dowd, Redfield & Johnstone Adv.

ALFRED POLITZ RESEARCH Inc., N. Y. moves to larger quarters at 270 Park Ave.

UNIVERSAL RECORDERS, L. A. has completed final program of its series of 26 *Adventure Is Your Heritage* radio transcriptions for the U. S. Navy. Programs featuring name motion picture actors being released nationally on 1800 stations. They were produced under superivsion of William J. Bailey, radio-TV director, U.S. Navy Recruiting Service with cooperation of Irving Lande of Hollywood Coordinating Committee, through which talent was obtained.

WALTER SCHWIMMER PRODUCTIONS, Chicago, has sold two syndicated shows to 34 new stations within past month, Sales Manager George Guyan announced in Chicago last week.

Equipment . . .

HARRY L. ERLICHER, vice president General Electric, Schenectady, named special assistant to Under Secretary of the Army Archibald S. Alexander. Mr. Erlicher will be in charge of Army procurement and production expediting in the office of the Under Secretary. **CHESTER H. LANG,** vice president in charge of apparatus marketing, General Electric, Schenectady, appointed to new post in charge of public relations. **CLAYTON S. COGGESHALL,** manager of sales Turbine Div., General Electric, Schenectady, appointed assistant to **GLENN B. WARREN,** manager of division. **ROBERT S. NEBLETT,** assistant manager of sales for division, appointed manager of sales. **A. F. VINSON,** manager of welding division General Electric, Fitchburg, Mass., appointed manager of employe and community relations for company's small apparatus division, Lynn, Mass. **PAUL M. DEAL,** administrative assistant to manager General Electric's Fractional Horsepower Motor Div., Ft. Wayne, appointed assistant accountant. **CLIFTON DUNCAN,** supervisor of costs for division, succeeds Mr. Deal.

Lt. Gen. ALBERT C. WEDEMEYER, commander of the Sixth Army, appointed vice president and director Avco Mfg. Corp., N. Y.

RCA Engineering Products Dept., Camden, issuing 16-page illustrated brochure describing new magnetic tape recording equipment for broadcast use. Piece gives full descriptions of uses, features, specifications and test and performance data.

THE DAVEN Co., Newark, announces new video line pad type V-102, assembled in aluminum cases. It is provided with connectors for connecting one or two line amplifier outputs, line outputs and monitor inputs.

OPTICAL PRODUCTS Co., Burbank, Calif., announces new "Kolor-Vision" TV screen. Screen comes in four different sizes ranging from 10 inches to 20 inches. It is designed for better viewing and will cut down glare.

MAGNECORD Inc., Chicago has issued new illustrated catalogue, describing the versatility of their line of recording machines. Booklet gives complete line listings with prices.

EDWIN I. GUTHMAN & Co. Inc., (electronic components), Chicago, open new plant in Attica, Ind.

P. B. REED, vice president in charge of RCA Victor's government service division, Camden, left July 6 on extended tour of military bases in Europe, to inspect company's engineering forces.

Our Respects to

(Continued from page 50)

would hardly imagine that Mr. Abeloff has time for much of anything else. But that would not be reckoning with his seemingly limitless energy.

Golf gets him out in the sunshine once in a while and he shoots in the low 80's. About his only other hobby is participating in civic projects.

He hardly ever turns down an invitation to serve on a committee which would serve a worthwhile civic purpose. In 1944 he was designated Richmond's "Man of the Year" and received the Distinguished Service Award of the U. S. Junior Chamber of Commerce as the "Richmonder under 35 years of age who has contributed most to the welfare of his city in the past year."

Club Memberships

Mr. Abeloff is a member of the Jefferson-Lakeside Country Club, Phi Alpha fraternity, member of the board of the Richmond Chapter, National Conference of Christians and Jews, board member of the Richmond Chapter, American Cancer Society; vice president of the Richmond Jewish Center; board member of the Richmond Jewish Community Council; board member of the Virginia State Chamber of Commerce, is on the meetings committee of the Richmond Chamber of Commerce; is a member of the Richmond Kiwanis Club, the Richmond Public Relations Assn. and is an honorary life member of the Richmond Junior Chamber of Commerce.

Any remaining time is spent with his family. He is married to the former Pearl Anderson. They have three children, Howard William, 16; Judith Merle, 12, and Ellen Sue, 7.

Mr. Abeloff is interested in television for WLEE. In fact, he is looking forward to it. On trips to New York he consults men in the TV field.

Nevertheless, he feels that there is room for both radio and television. He is very enthusiastic about WLEE's power increase in August from 250 w to 5 kw.

NEARLY 30 YEARS

MANUFACTURERS OF FINE BROADCASTING EQUIPMENT

Gates

FCC Actions

(Continued from page 81)

APPLICATIONS DISMISSED

Needles, Calif.—DISMISSED application of Community Bcstg. Co. for CP new AM station on 1340 kc 250 w uni.

WLAB Lebanon, Pa.—DISMISSED application for relinquishment of control Radio Lebanon FM and Television Inc. etc., permittee corp.

July 5 Applications . . .

ACCEPTED FOR FILING

AM—810 kc

KIKI Honolulu, Hawaii—CP to change from 880 kc 250 w to 810 kc 1 kw and install new trans.

AM—1220 kc

WFAX Falls Church, Va.—CP to increase power from 250 w to 500 w.

TV—Ch. 5

KING-TV Seattle, Wash. — CP to change ERP from 19 kw vis. 10 kw aur. to 100 kw vis. 50 kw aur. ant. 1567 ft. and change type of trans. and ant. etc.

July 5 Decisions . . .

BY THE COMMISSION

Designated for Hearing

WEBK Tampa, Fla.—Designated for hearing in Washington on Aug. 10 re application to change from D to unl. with 500 w N on 1590 kc 1 kw-LS.

WKSR Pulaski, Tenn. and Richland Radio, Pulaski, Tenn.—Designated for consolidated hearing in Washington on Aug. 14 re application of WKSR to change facilities from 730 kc 250 w D to 1420 kc 1 kw, unl. DA-N, and application of Richland Radio for new station on 1420 kc 1 kw unl. DA-N.

Watertown Radio, Inc., Baraboo, Wis. and William C. Forrest, Reedsburg, Wis.—Designated for consolidated hearing in Washington on Aug. 16 re application of Watertown and application of Forrest, both requesting 1400 kc 250 w unl., simultaneous co-channel operation in two cities with physical separation of approximately 14 miles; made WSAU Wausau, Wis. party to proceeding; and WDUZ Green Bay, Wis., and WRJN, Racine, Wis., parties to proceeding with regard to Watertown only.

Willamette Bcstg. Corp., Eugene, Ore. and Coast Fork Bcstg. Co., Cottage Grove, Ore.—Designated for consolidated hearing in Washington on Aug. 20 re applications of Willamette and Coast Fork requesting simultaneous co-channel operation in these cities with a physical separation of approximately 18 miles, on 1400 kc 250 w unl.

CP to Replace CP

WJKO-FM Springfield, Mass.—Granted CP to replace expired permit for class B station.

Extension Granted

WGUY-FM Bangor, Me.—Granted extension to Jan. 10, 1952, of special experimental authority to operate WGUY-FM by remote control from studies; same conditions as in original grant.

BY THE COMMISSION EN BANC

Extension Granted

WIBK Knoxville, Tenn.—Granted extension of temporary authority to Sept. 1, or until 30 days after entry of decision by the U. S. Court of Appeals for District of Columbia, whichever is earlier, to operate WIBK on 830 kc with D. In event said appeal has not been terminated by Sept. 29, petitioner may apply for further extension of temporary authorization.

Germans Tour U. S.

THREE German radio visitors arrived in the United States last Tuesday for a month-long inspection trip under the State Dept. exchange-of-persons program. Itinerary was arranged by Oscar Elder, assistant to Robert K. Richards, NARTB public affairs director. The three Germans — Carl Haensel, Gerhard Beckmann and Albert K. Zaniker—will cover New York, Washington, St. Louis, Los Angeles, New Orleans and Camden, N. J., during their tour. They will leave New York about Aug. 1 or 2 for Germany.

FCC roundup

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY THROUGH JULY 6

Summary of Authorizations, Stations on the Air, Applications

Class	On Air	Licensed	CPs	Cond'l Grants	Appls. Pending	In Hearing
AM Stations	2,282	2,246	140		278	127
FM Stations	651	534	127	1*	9	3
TV Stations	107	81	28		414	171

* On the air.

* * *

Docket Actions . . .

FINAL DECISION

KFGT Fremont, Neb.—Announced final decision denying application of Walker Newspapers Inc. for an increase in power from 100 w to 250 w, operating on 1340 kc, fulltime. Decision June 29.

Non-Docket Actions . . .

AM GRANTS

Camden, Ark.—Mid-South Bcstg. Co., 1370 kc, 1 kw, day; engineering conditions; subject to acceptance of any interference resulting from grant of Malvern Bcstg. Co. (below). Owner Leo Howard is manager KDMS El Dorado, Ark. Estimate construction cost $16,000. Granted July 5.

Malvern, Ark.—Malvern Bcstg. Co., 1380 kc, 1 kw, day; engineering conditions; subject to any interference resulting from grant of application of Mid-South Bcstg. Co. (above). Granted July 5.

FM GRANTS

Emporia, Va.—Stone Bcstg. Corp., Ch. 261 (100.1 mc), 790 w, 110 ft. antenna. Granted July 5.

Rexburg, Idaho—Snake River Radio & Television Co., Ch. 229 (93.7 mc), 16.5 kw, antenna 150 ft. Grantee is licensee of KRXG Rexburg. Granted July 5.

WFOB (FM) Fostoria, Ohio—Granted switch in facilities from Ch. 288 (105.5 mc), 450 w, to Ch. 244 (96.7 mc), 1 kw, antenna 95 ft. Granted June 25.

TRANSFER GRANTS

KWRN Reno, Nev.—Granted assignment of license from Kenyon Brown to Nevada Radio Television Inc., new corporation owned solely by him. Granted June 25.

KHUB Watsonville, Calif. — Granted assignment of license from Luther E. Gibson to Patrick H. Peabody for $35,000. Mr. Peabody is 55% owner KSJO San Jose, Calif. Granted July 5.

WMIK Middlesboro, Ky.—Granted assignment of license from Tri-State Bcstg. Co. to Cumberland Gap Bcstg. Co. for $50,175. The five owners of Tri-State are majority owners of Cumberland. Transferee assumes all of Tri-State's obligations to five owners. Granted July 5.

WKXL Concord, N. H.—Granted assignment of license from Charles M. Dale to Capitol Bcstg. Co. Inc. for $50,000. Principals in transferee are Treasurer S. G. Camann, (50%), owner of Pariseau's retail store; President Morris Silver, (25%), and Vice President Harry Silver, (25%), owners of Silver Bros. Co. Inc., beverage and soft drink firm. All three owners are part-owners of WFEA Manchester, N. H. Granted July 5.

WPTW Piqua, Ohio—Granted transfer of control from Byron F. London to Richard E. Hunt for $7,000. Mr. Hunt, formerly 44% owner, now owns 58.7% by reason of retirement of Mr. Landon's 25% interest to treasury stock. Granted July 5.

KMBY Monterey, Calif. — Granted assignment of license from Monterey Radio Bcstg. Co. to The Monterey Radio-Television Co. Principals and one-third owners are President Kenyon Brown, part-owner KWFT-AM-FM Wichita Falls, Tex. and licensee of KWRN Reno, Nev.; Vice President George L. Coleman Jr., president of Coleman Motors Corp., 5.5% owner of KGLC; Vice President and Treasurer Harry L. Crosby Jr., minority stockholder in KMPC Los Angeles. Granted July 5.

WIAM Williamston, N. C.—Granted assignment of license from S. S. Adcock to Martin County Bcstg. Co. for $10,000 plus assumption of debts totalling about $18,000. Partners are James H. Gray Sr. (37.5%), 50% owner G & S Motor Co.; Henry A. Johnson (25%), real estate owner; Charles R. Gray (37.5%), warehouseman. Granted July 5.

WIBL Medford, Mass.—Granted transfer of control Conant Bcstg. Co. Inc. from C. Henry Glovsky and three others to Sherwood J. Tarlow for $2,500. Mr. Tarlow is administrative director of Suffolk Knitting Co., Lowell, Mass. and an attorney. Granted July 5.

WSCR Scranton, Pa.—Granted transfer of control Lackawanna Valley Bcstg. Co. from Mary E. Doherty and 16 other stockholders to David M. Baltimore for $150,000. Mr. Baltimore is general manager of WBRE Wilkes-Barre, Pa. Granted July 5.

KXGI Ft. Madison, Iowa—Granted transfer of control from A. O. and Robert M. Carson to KXGI Inc. for $33,000 and cancellation of $3,050 note payable by licensee to one of transferors. Principals are President William E. Walker (45.45%), president and ½ owner WMAM Marinette, Wis.; Vice President W. R. Walker (9.1%), 2.9% owner WBEV Beaver Dam, Wis.; Secretary-Treasurer J. D. Mackin (45.45%), ½ owner WMAM and 36% owner WBEV. Granted July 5.

KWAT Watertown, S. D.—Granted transfer of control Midland National Life Insurance Co. from F. L. Bramble, J. J. Bell et al., trustees, to W. J. Allison and 58 others; no money involved. Also granted simultaneous request for transfer of control from F. L. Bramble, Dana L. Bramble and 25 other stockholders to a new voting trust. Granted July 5.

New Applications . . .

AM APPLICATIONS

Ft. Walton, Fla.—West Florida Bcstg. Service, 1260 kc, 1 kw, day; estimated construction cost $26,590; first year operating cost $26,500; first year revenue $36,000. One-third partners are H. French Brown Sr., ½ owner WCNU Crestview, Fla.; James C. O'Neal, representative for Lion Oil Co., Shreveport, La.; Tom C. Miniard, engineer for WCNU. Filed July 3.

Bennington, Vt.—Catamount Bcstrs. Inc., 1370 kc, 500 w, day; estimated cost $11,000; operating cost $40,000; revenue $50,000. Principals are President William H. Eddington (16.7%), owner of Chevrolet sales and service center; Treasurer James G. Keyworth (50%), ⅓ owner WMNB North Adams, Mass.; Francis E. Morrissey (3.3%), attorney; James F. Nelson (3.3%), farm equipment & home appliance dealer; Robert M. Werblow (16.7%), president of Polygraphic Co. of America Inc.; Robert T. Holden (6.7%), farm manager of Fairdale Farms Inc.; George D. Pierce (3.3%), plumber and steam fitter. Filed July 3.

Richfield, Utah—Scenic Bcstg. Co., 900 kc, 1 kw, day; estimated cost $20,900; operating cost $30,000; revenue $34,000. Principals are President Arlond T. Christensen (4.6%), manager of Huish-Gilhool Theatres; Vice President Willis Franklin Johnson (42.5%), part-owner KNEU Provo, Utah; Secretary Ruth H. Christensen (5%), part-owner KNEU; Treasurer Everett L. Anderson (2.3%), ¼ owner Christy's Grocery Store; Reginald M. Johnson (42.5%), clerk Granite District Radio Bcstg. Co.; Reed W. Everett (4.6%), owner wallpaper store; Marvin C. Anderson (2.3%), ¼ owner Christy's store. Filed July 2.

Wallace, N. C.—Duplin Bcstg. Co., 1400 kc, 250 w, fulltime; estimated cost $15,500; operating cost $45,000; revenue $55,000. One-third owners are President Harry Kramer, ½ owner Kramer's Dept. Store; Vice President Sam Leder, 17½% owner Leder Bros. Inc.; Secretary-Treasurer Isaac Kadis, ½ owner Kadis Inc. Filed July 5.

Kileen, Tex.—John Blake and Charles R. Wolfe, 1050 kc, 250 w, day; estimated cost $18,700; operating cost $24,000; revenue $36,000. Mr. Blake is owner of KSNY Snyder, Tex.; Mr. Wolfe is manager of KSNY. Filed July 5.

Grand Island, Neb.—Grand Island Bcstg. Co., 1430 kc, 1 kw, fulltime; estimated cost $41,334.18; operating cost $72,000; revenue $96,000. Partners are Wick M. Heath (20%), former business manager KMNJ Grand Island; Robert L. Lester (10%), ½ owner Webb Livestock Commission Co.; Wilber J. Bachman (10%), ½ owner Webb Co.; Jake Gramsick (20%), 35% owner Grand Island Baking Co.; Walter E. Siebert (20%), assistant cashier for First National Bank of Grand Island; Samuel N. Wolbach (20%), vice president of First National Bank. Filed July 5.

TV APPLICATIONS

Miami, Fla.—Lindsey Hopkins Vocational School of The Dade County Board of Public Instruction, non-commercial educational Ch. 2 (54-60 mc), 16.32 kw visual, 8.16 kw aural, antenna 318 ft. Estimated cost $201,000; operating cost $18,000; revenue none. (See story this issue.) Filed July 3.

TRANSFER REQUESTS

KPDN Pampa, Tex.—Assignment of license from C. H. Hoiles, Harry Hoiles, Jane Hoiles Hardie, a partnership d/b as Radio Station KPDN to Freedom Newspapers Inc. for $75,000. Principals in transferee are President R. C. Hoiles (13.16%), publisher; Vice President C. H. Hoiles (15.85%), also trustee for 10.47% and a former partner; Vice President Harry H. Hoiles (9.81%), also trustee for 2.98% and former partner; Mabel M. Hoiles (8.35%), also trustee for 19.41%; Jane Hoiles Hardie (11.04%), also as trustee for 1.73%; Barbara C. Hoiles (2.10%) and Robert Hardie (1.52%), newspaper distributors. Filed July 2.

WBAT Marion, Ind.—Transfer of control Marion Radio Corp. to John Ramp through purchase by the corporation of 50% interest from Kermit A. Botkin, Dr. G. E. Botkin, and Harry G. Hipps (retired as treasury stock) and purchase by Mr. Ramp of other 50% interest from John Henry Bone for $1, with conditions. Mr. Ramp has advanced $27,230.50 to the company for purpose of purchasing the aforesaid stock. Mr. Ramp, with wife, owns John Ramp Inc., auto agency. Filed July 2.

WSDC Marine City, Mich.—Acquisition of control Radio St. Clair Inc., licensee, by Mrs. Wilma Drysdale through purchase of 49.8% common stock and 200 preferred shares by herself and Jerry Coughlin, both present stockholders, from Everett W. Sawyer for $2,500. Mrs. Drysdale will own 74.7% after transfer. Filed July 2.

KFI-TV Los Angeles—Assignment of license from Earle C. Anthony Inc. to Thomas S. Lee Enterprises Inc. d/b as Don Lee Bcstg. System for $2,500,000. Application declares that "assignee is desirous of adding TV service to other broadcast services it provides to the Los Angeles area." Filed July 2.

WTND Orangeburg, S. C.—Assignment of license from Sims Pub. Co. Inc. to WTND Inc., a new subsidiary which will be owned by the same stockholders as now own Sims Pub. Co. Filed July 5.

KIJV Huron, S. D.—Transfer of control James Valley Broadcast Co., licensee, from George W. Chitty and Kathryn Chitty to Maxwell F. Staley, present owner of approximately 49%. He will own 65.79% after transfer, which will be effected through purchase of the Chitty's stock by the corporation for $14,000 and retirement of same to treasury stock. Filed July 5.

WIKC Bogalusa, La.—Assignment of license from I. K. Corkern tr/as Bogalusa Bcstg. Co. to William C. Moss and Dorothy Moss Siegelin d/b as The Enterprise Pub. Co. (Bogalusa Enterprise and Bogalusa Bulletin.) for $50,000. Filed July 5.

Deletions . . .

TOTAL deletions to date since Jan. 1: AM 19, FM 46, TV 0. New deletions, effective dates and reasons follow:

WNDI Montevallo, Ala. — Shelby County Bcstg. Co., construction permit, June 25. Economic.

WCHF New Orleans, La.—Louisiana Bcstg. Co., construction permit, July 3. Failure to file for extension of completion date.

Film Studios Prepare

(Continued from page 55)

be viewed on home TV receivers and paid for through a coin slot attachment to the set.

Paul Raibourn, Paramount vice president, is board chairman of Telemeter. Other motion picture interests also are in the firm. David Loew serves as president. He is the son of the Loew theatre chain founder: Carl Lesserman, former United Artist sales vice president, is ITC vice president and Eugene Zukor, secretary-treasurer. He is a Paramount talent department executive and son of Adolph Zukor, film company founder.

Twentieth Century-Fox also is committed to TV in various ways. Primary interest is in theatre television, having early this year acquired American rights to the Eidophore television system developed by Swiss Institute of Technology.

Spyros Skouras, president of 20th Century-Fox, at the time declared, "We plan many new applications of television, using the new system," indicating it would eventually be utilized for home as well as theatre video. He predicted that it will take from 18 to 24 months to overcome technical and manufacturing difficulties before production gets into full swing. Twentieth Century-Fox also is going into the business of distribution of old motion pictures to television.

Columbia Projects

Columbia Pictures, through subsidiary Screen Gems, now is engaged in video production. Besides two pilot films for DuPont's *Cavalcade of America*, Screen Gems sold a series of disc jockey TV films, and has other production plans in the works.

Of the five major producers, MGM and RKO Radio Pictures apparently are the only ones that continue their watch-and-wait attitude, but reports circulated in Hollywood indicate that much is going on behind closed doors at those studios that will link them with video in the near future.

Although Red Skelton, under contract to MGM, has a clause in his agreement which permits TV as well as radio performing, that film studio is firm in its stand against contract players making video appearances.

Although very little is said about it, RKO is making its RKO-Pathe Studios in Culver City available to independent TV production units. Bing Crosby Enterprises is now shooting on that lot. RKO also is taking more and more advantage of TV plugs for its products, even to the extent of making available contract players for interview programs.

United Artists moved more strongly into video several months ago by incorporating that department into a wholly owned subsidiary with John Mitchell as vice president and general manager.

United Artists-TV doesn't plan to finance production of TV films, nor will it sell old movies for distribution to the new medium, it was said. Product to be sold will be filmed especially for video.

Walt Disney Productions, through subsidiary Hurrell Productions Inc., is making TV commercial spots and doing "behind closed doors" experimental work. Lippert Pictures Inc. has already leased a block of old feature movies to television stations and currently is producing a series of 58-minute TV films at Hal Roach Studios.

Such studios as Samuel Goldwyn, Eagle-Lion and Hal Roach are renting most of their space and facilities to independent TV production units. Motion Picture TV Center, General Service Studios and KTTV Studio lot also house many independent TV film units.

There are at least 60 independent TV film units currently in production in and around Hollywood, with new ones being added to the list weekly. Turning out pictures for TV are also such firms as Jerry Fairbanks Productions, Snader Telescriptions, Consolidated Television Productions, Hal Roach Studios Inc., Bing Crosby Enterprises, Flying A Productions, Revue Productions, Frank Wisbar Productions, Williams Productions, Frederic W. Ziv Co., Dudley Pictures. Heavy producers of commercials are Five Star Productions and Telefilm Inc.

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RADIO SALES TRAINING SCHOOL

New England Area

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Boston, Mass.

Give your salesmen this training—
Better tools to work with—
A Bonus for both salesman and station.

Write or wire for information and reservations

THE *Fred A. Palmer* CO.

WORTHINGTON, OHIO

RIVERS OPPOSES *Protests Proposed WSB-TV Assignmen*

FURTHER opposition to the proposed assignment of license of WSB-T Atlanta was filed last Thursday with the FCC by E. D. Rivers Jr., censee of WEAS Decatur, Ga. Sale of the Channel 8 facilities already being contested by WGST Atlanta [BROADCASTING • TELECASTING, Ju 25].

Under the proposed assignment, Atlanta Newspapers Inc., a merger of the *Atlanta Journal* (licensee of Channel 8 WSB-TV) and the *Atlanta Constitution* (permittee of Channel 2 WCON-TV), would shift the WSB-TV call letters to Channel 2 when WCON-TV was completely constructed. The Channel 8 facility would be sold to Broadcasting Inc., a new corporation of local citizens.

Mr. Rivers joined WGST in its allegations set forth in the latter's June 21 petition. Further, the Rivers opposition declared that granting of the assignment and adoption of the FCC's proposed allocation for the city of Atlanta could mean that there would be no more channels available in Atlanta for TV.

Action Delayed

"Mr. Rivers in good faith filed his application for television facilities [in Atlanta] almost three and one-half years ago," it was pointed out, and "no action could be taken on that application on account of the television freeze."

Petitioner then requested the opportunity to show in comparative hearing that "he is best qualified" to utilize TV facilities in the Atlanta and Decatur areas.

The opposition cited Commission records that the WCON-TV construction permit was granted Jan. 8, 1948, and that since that time WCON-TV has received six extensions of time to complete construction, the last until Aug. 15, 1951. Two modifications of CP already have been granted and a third such application is in the pending file, according to the petitioner.

The Rivers document traced the history of correspondence between the FCC and the Atlanta newspapers, pointing out that on March 21, 1949, WCON-TV had advised the Commission construction would be completed and tests started approximately eight months from the time FCC granted the last extension.

Petition next said that two more subsequent extensions were granted and that in February 1950 the Commission had advised the permittee that it would not consider any further applications for additional time. Further extensions and authorizations after that date were listed in the Rivers document.

FCC had advised Atlanta Newspapers Inc. that it would have to choose which facility it wished to retain, petition declared.

Instead of complying with the directive of the Commission, WCON's attorneys, in a letter dated Sept. 8, 1950, advised the Commission that it was wrong in its opinion that Atlanta Newspapers Inc. could not ret WSB-TV and WCON-TV, and that duopoly regulation applied only wh two operating stations were involv in the same area. The arguments forth in the letter of Sept. 8, 19 certainly are not in accord with promises made on June 7, 1950.

The petition then charged:

Ever since March 28, 1950, and c tainly long before that time, wh negotiations were going on, Atla Newspapers Inc. knew that the WS TV license had to be deleted or th the construction permit for WCO TV had to be turned in for cancel tion. In spite of this fact, as t petition shows, Atlanta Newspap Inc. continued to operate WSB-T and by various manuevers has m aged to hold on to the construct permit for WCON-TV. It is cl that at no time in the Commissi correspondence with Atlanta Ne papers Inc. has there been any s gestion that Atlanta Newspapers l could dispose of one of its proper by sale. The Commission, from t time of the merger, has insisted th an election be made, and that o having decided on the station to continued in operation, the other tion had to be deleted and its lice or construction permit surrende There was certainly no misund standing on the part of Atlanta Ne papers Inc., as shown in its letter June 7, 1950. The letter speaks deletion of one of the stations. speaks of dismantling the equipm

In summation the petition quested: (1) the assignment ap cation be dismissed, or (2) appli tion be placed in pending file un termination of the allocations p ceedings and thereafter designa for comparative hearing with ap cation of E. D. Rivers Jr. and oth applicants for Atlanta, or (3) assignment application be des nated for hearing and that E. Rivers Jr. be made a party to s hearing.

No Eulogy

BEFORE eulogizing radio's so-called demise, WPTR Albany, N. Y., would like to get in a word about station sales which are alive and kicking. WPTR reports its billing for the second quarter of the year to be ahead by 99½% over the first half of last year, and 140% over June 1950. This is in the way of saying "nuts to the profits of doom on radio's demise ... to these jinxers we say stop boys you ain't seen nuthin' yet," according to H. W. Maschmeier, director of sales promotion of the 50 kw independent that celebrates its third birthday Aug. 6.

Video Allocations

(Continued from page 55)

earing ranged from two to nine onths.

There is still possibility the Commission may compromise, some el, by calling for a part paper nd part oral hearing on the city-y-city proposals. Still others spec-late there may be a chance the Commission might go ahead on its wn to order its allocation plan nalized on a guide basis without e city-by-city hearing and swing nto application hearings.

NARTB's proposal calls for a eriod of 30 days in which parties ay file further direct evidence in riting and another 30 day period or filing of rebuttal statements. ral hearing would be afforded nly in hardship cases at FCC's iscretion.

One FCC representative has in-rmally "guaranteed" that if a alid shortcut plan is worked out, e freeze could be lifted by the d of the year.

A "pre-trial" conference of Wash-gton attorneys is expected to be alled by FCC, probably next week, discuss details of the city-by-y hearing regardless of what rm it may take. Other pertinent ocedure for more quickly lifting e freeze may be included in the scussions.

Notes UHF Success

In his talk before the NEA, mr. Walker related success of e UHF equipment demonstra-ns in Bridgeport on June 29 d told educators they "should t underestimate the value of the HF assignments for worthwhile, gh definition broadcasting."

Observing "the great majority television stations will continue be commercial ones," Comr. alker told the NEA delegates, ere is a rich opportunity which ucators should take full advan-ge of." He outlined examples of st and present successful pro-am cooperation between commer-al stations and educators across e country.

Noting current comments that levision is so expensive that hools cannot afford it," Comr. alker observed, "On the contrary, e need for education is so great day and television such an effec-e educational tool that educa-n cannot afford to be without . . . Millions of dollars are ent each year for the construc-n and upkeep of athletic sta-ums and union buildings. . . . If university or board of education n afford these huge expenditures, ncipally for entertainment and creation, is it expecting too much ne or several schools in an area raise $250,000 or more for the nstruction of a television sta-n? The cost of a television sta-n is small compared to the an-al budgets of our major univer-ies and city boards of educa-n."

Believing the financial burden ll be easier if schools pool their resources, Comr. Walker also commented, "I can think of no better way for a foundation to spend money in the public interest than by providing funds which support educational broadcasting."

Meanwhile, the executive committee of the Governor's Committee on Children and Youth, formed by Gov. John S. Fine of Pennsylvania, has asked FCC to make available a TV channel for an educational institution or a group of cooperating schools in Philadelphia, Pittsburgh, State College and Erie.

Geoffrey S. Smith of Philadelphia, committee chairman, declared television is a "medium of communication that should not be the exclusive province of commercial stations."

SIGNING lease with the Empire State Bldg. Corp. to transmit programs from Empire State's new video tower is Irving R. Rosenhaus (seated), president of Bremer Broadcasting Corp., Newark, N. J., operator of WAAT-AM-FM and WATV (TV) Newark. Witnessing the pact are (l to r) William Lyons, vice president of Empire State; Frank V. Bremer, vice president in charge of engineering for WATV, and Malcolm Ruddock, attorney of Cadwalader, Wickersham & Taft, representing Empire State Bldg.

CAMERA TRICK

Mixes Live and Film

THROUGH the use of a gimmick known as "Camera 6," KFI-TV Los Angeles has developed a new technique which allows the director to bring a "live" person into the scene of a motion picture. Wayne Johnson, KFI-TV staff engineer, invented the camera technique, with production and direction worked out by William Rapp, producer.

How it is done, station management will not reveal, but the film can be kept rolling or stopped on a particular frame, while the announcer or "outsider" actually appears and mixes with the actors in the movie. The "live" person who is brought into the film furnishes all the acting and dialogue as part of the actual scene itself.

The technique is used only on one program, *Frigidaire Theatre.*

WLWT FINALS

Wrestling July 14

WLWT (TV) Cincinnati not only has aired weekly wrestling exhibitions since December 1950, but is mapping plans for the finals of its own championship grappling tournament for both men and women July 14.

WLWT and the other two TV outlets of Crosley Broadcasting Corp.—WLWD (TV) Dayton and WLWC (TV) Columbus—will telecast the finals from the U. of Dayton (Ohio) for which some 7,000 tickets are now being placed on sale.

Station will pit Champion Mildred Burke against its own tournament winner for the new women's championship title after holding a series of elimination matches to select a contestant for the men's July 14 showdown. Winner of the men's clash will receive a special WLW Television championship belt and a $5,000 purse. Eliminations will be announced July 7. Highlight of the July 14 matches will be a half-hour of entertainment by WLWT stars.

Both tournaments have included a host of well-known wrestling entries from both groups and are the outgrowth of studio matches inaugurated in Dayton in February 1950, on a regular television basis.

CBC Building

CONTRACT has been let for a Canadian Broadcasting Corp. TV transmitter building on Mount Royal, Montreal. The 141,000 building will be one story, 75 by 56 feet, of reinforced concrete frame with natural stone walls. Work is to start soon.

TV LEADERSHIP

Wins Award for BBB

FOR PROVIDING "leadership to the television industry," the Better Business Bureau of New York City has received the "Los Angeles Trophy" awarded by the Assn. of Better Business Bureaus to the member rendering "the most important public service in 1950-51."

Selection of the New York Bureau was based on its development and administration of a "continuing program for the improvement of advertising, selling and service of television receivers," and in education of "the public regarding the basic facts about the purchase and service of television sets."

Presentation of the award was made by W. G. Paul, chairman of the Los Angeles bureau and president of the New York BBB, at the association's annual convention in Colorado Springs. Mr. Jackson lauded leaders in the TV distribution, retail and service industries as well as the radio and press for their cooperation in the public service program.

BOOTH'S GIRL

TV Made Her Famous

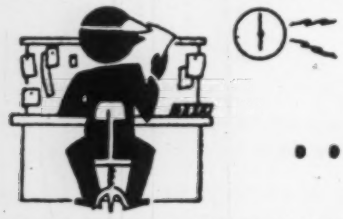
TELEVISION impact is unpredictable. Of that, Booth Bottling Co. and Harry Feigenbaum Adv. Agency, both Philadelphia, are convinced.

Booth carries as its trademark the likeness of the Feigenbaum-created "The Booth Beverage Girl." She shyly smiles from posters and other display advertising, but finds her real popularity on all three Philadelphia TV stations—WCAU-TV WFIL-TV WPTZ—reaching over 850,000 television homes.

That is where the "Beverage Girl," a drawing of a Jamaican, whose fancy head-dress merchandises each flavor, got her start. Commissioned to work out an identifying trademark for Booth to spur merchandising potential and appeal, Feigenbaum Adv. two years ago placed the project as long-range. But with the advent of TV the Jamaican girl drawing, used to highlight the phrase, "Taste that imported Jamaica ginger flavor," caught the eye of televiewers. Now Booth has a stellar attraction for its TV, outdoor and point-of-sale advertising as well as a new label design.

* * *

Here "The Booth Beverage Girl" wears candy canes in her head-dress on the company's Christmas posters.



...at deadline

RCA TO DEMONSTRATE COLOR TV SYSTEM

COLORCASTS by RCA's compatible system, which means owners of black-and-white TV receivers can get color programs on their sets in monochrome, start at 10 a.m. today (Monday) in New York area, with half-hour daily color telecast scheduled at that hour through week.

Initial color broadcast, plus closed circuit demonstrations at 2:30 and 4 p.m., will be received on RCA color sets in company's Johnny Victor Theatre, New York, with newsmen as viewers. During rest of week, representatives of radio and television industry will make up audience at theatre. Public color demonstrations will be held later at date still to be announced.

JOHN M. WILKOFF NAMED TO BAB POSITION

JOHN M. WILKOFF, promotion and merchandising manager of WCOP Boston, named to BAB New York headquarters staff Friday by BAB President William B. Ryan, who said Mr. Wilkoff will work in general sales promotion with emphasis on development of individual station and spot sales material.

Two other major changes in BAB personnel also understood to be in offing.

In radio for 10 years, Mr. Wilkoff spent last three with WCOP and formerly was in similar post at WCAE Pittsburgh. He also has been program manager of WWSW Pittsburgh and in radio department of Walker & Downing Agency, Pittsburgh.

SEN. McFARLAND DOUBTS CONTROLS WILL BE EASED

RELAXATION of material controls by Congress due to Korean truce developments would be unfortunate for country, Sen. Ernest W. McFarland (D-Ariz.) said Friday (see early story page 27). Sen. McFarland is Senate Majority Leader.

Conceding there is definite tendency in Congress to ease controls on the defense front, Sen. McFarland said he personally doubts if it will happen, particularly in connection with material allocations.

CHICAGO TV STRIKE

CHICAGO members of Radio-Television Directors Guild may issue strike call against WBKB (CBS affiliate), WNBQ (NBC) and WENR-TV (ABC) if one final negotiation meeting with each station is not resolved to their satisfaction this week. Money is major block in each instance. President Alan Fishburn and Attorney Sanford Wolff have been instructed by Guild to return to members only with contract they approve personally. TV directors, not heretofore organized, ask recognition of union initially, then authority to go with responsibility of their job.

JOINS NEW YORK AGENCY

MRS. CHRISTINE LEVATHES, Geyer, Newell & Ganger, New York, to Kenyon & Eckhardt, New York, in copy department.

NARTB-TV URGES WRITTEN TESTIMONY IN TV HEARING

PREDICTING oral hearing scheduled to begin July 23 on city-by-city TV allocation proposals would run between 8 to 15 months and further delay now three-year-old freeze, NARTB-TV Friday petitioned FCC to permit filing of testimony in written form (see early story 55).

Filed by Thad H. Brown, manager of NARTB TV operations, petition said further hearing in "paper" form is permitted by Communications Act and Administrative Procedure Act and held that "exercise of this discretion in this instance would serve public necessity and promote public convenience and interest."

NARTB-TV petition is not intended to apply to show cause orders FCC issued to 31 existing stations for changes in their assignments to reduce interference and also indicated oral hearing could be allowed others if good cause were shown in special petition.

AFRA ANNOUNCES STRIKE AT WMAL-AM-FM-TV

MEMBERS of Washington chapter of AFRA prepared to go on strike Saturday after breakdown in negotiations with WMAL Washington. Strike was to include WMAL-TV though video scale was not involved in negotiations.

General Manager Kenneth H. Berkeley said Friday he was available for resumption of negotiations at any time. Union asking $80, $90 and $100 per week with station offering $60-$85, which is scale for other large Washington stations under contracts negotiated within last two months. Supervisory personnel prepared to carry on station operations.

BOYCOTT THREAT

LINDSEY WHITE, president of New York branch of National Assn. for Advancement of Colored People, said Friday that meetings among Harlem liquor store and bar owners for discussion of possible boycott against Schenley Industries, whose Blatz Beer sponsors *Amos 'n' Andy* on CBS-TV (see story page 30) will be scheduled shortly. Spokesmen for representative groups, Metropolitan Package Store Assn. and United Restaurant Liquor Dealers of Manhattan, disclaimed knowledge of such plans.

TV TUBE SALES DOWN

MAY sales of TV picture tubes to factories down sharply from April, according to Radio-Television Mfrs. Assn. Monthly summary showed 229,250 tubes valued at $5,120,553 sold in May compared to 278,955 valued at $6,869,181 in April. Of May sales, 80% were in 16-17-inch bracket and 7.73% 18 inches and over.

WU NET INCOME UP

WESTERN UNION'S net income in May was $678,407 after provision of $464,000 for federal income taxes, WU reported Friday. This compares with $997,835 in May 1950 with no provision for income taxes.

Closed Circuit

(Continued from page 4)

ington State, daddy of Communications Act Sen. Johnson says at least Sen. Dill's letter asking end of freeze, went to proper place (to FCC), stating position "better than could."

DREW PEARSON and Robert S. Allen Public Service Radio Corp. to file appeal with FCC for rehearing on its new station denial and simultaneous license renewal to WBAL Baltimore [BROADCASTING • TELECASTING, June 18]. Filing deadline today (Monday).

AIR FORCE understood close to Senate Interstate Commerce Committee staff thinking on electro-magnetic radiation control legislation. New Air Force request to amend Sec. 606 of Communications Act, expected in hands of Senate Committee soon. Modifications seen as meeting most of broadcasters' initial objections to initial punitive "radio silence" measure.

IT'S AN OPEN SECRET that almost all independently owned TV stations are being romanced about possible acquisition by number of groups already in field and which seek to build up ownership to maximum of five permitted under regulations. Fewer and fewer, however, are on block.

IN WAGE Stabilization Board Washington quarters they're privately calling statement by Salary Stabilization Board Head Joseph D. Cooper that the SSB intends to control salaries of radio-TV talent, unless government decides to unfreeze wage control for broadcast industry, "ill-advised" and "hasty." If WSB decontrols wage formulae in radio-TV, officials could add word, "unnecessary."

PRACTICE of setting up separate organizations to do specific trade association jobs causing mounting resentment. One prominent southern station has quit BAB because of trend toward multiple organizations headed by high-salaried executives.

WASHINGTON city officials still talking about perfect execution of area stations' joint public service plan during Capital's three-day transit strike (story, page 33). "Best thing ever done," District Commissioner John Russell Young remarked. Consensus at post-strike meeting: Radio-TV should be called in immediately, whenever such public emergency loom.

CLORETTES PARTICIPATIONS

AMERICAN CHICLE Co. (Clorettes), under ABC's pyramid plan is purchasing participations in *Stop the Music* (Sun., 8-9 p.m.), *Fat Man* (Wed., 8:30-9 p.m.), and *The Sheriff* (Fri., 9:30-10 p.m.), effective yesterday (Sunday) for eight weeks. Agency, Dancer-Fitzgerald-Sample, New York.

PABST SEEKS FIGHT RIGHTS

WARWICK & LEGLER, New York, for Pabst beer, still negotiating late Friday for TV fight rights to Ray Robinson-Randolph Turpin fight tomorrow (Tues.) in London. Pabst also eyeing proposed Robinson fight with Rocky Graziano in September.

W. E. LONG RETIRES

W. E. LONG, founder of W. E. Long Agency, Chicago, retires as board chairman and from active participation in the company. He sold his interest in 1949 to six persons who helped him build organization.

"In The Heart of America...

...It's the

KMBC KFRM

...Team...and It's "Wholehearted"

Consumers in the Heart of America buy wisely – but certainly WHOLEHEARTEDLY!

Evidence of this statement is the fact that, while the greater Kansas City Metropolitan Area is now 17th in the nation in population, it ranks *15th* in retail sales! And – **KANSAS CITY MAKES A BETTER SHOWING IN RETAIL SALES BASED ON POPULATION THAN ANY OTHER CITY IN THE NATION'S "TOP TWENTY!"***

The analysis is simple enough. The powerful and popular voice of The KMBC-KFRM Team is doing a wholehearted job in the great Kansas City Area for its advertisers. The Team "has the audience" by a margin of almost 3 to 2 over all other broadcasters, according to the latest audience surveys.

In the city – on farms, now more than ever before, consumers are responding to the sales messages heard on KMBC-KFRM. Get the benefit of the most powerful selling force in the rich Heart of America. Write, wire or phone KMBC-KFRM or your nearest Free & Peters Colonel.

*1951 Sales Management Survey of Buying Power.

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